

1926

Going to Florida? a complete guide to the state, with excursions to Havana and Nassau

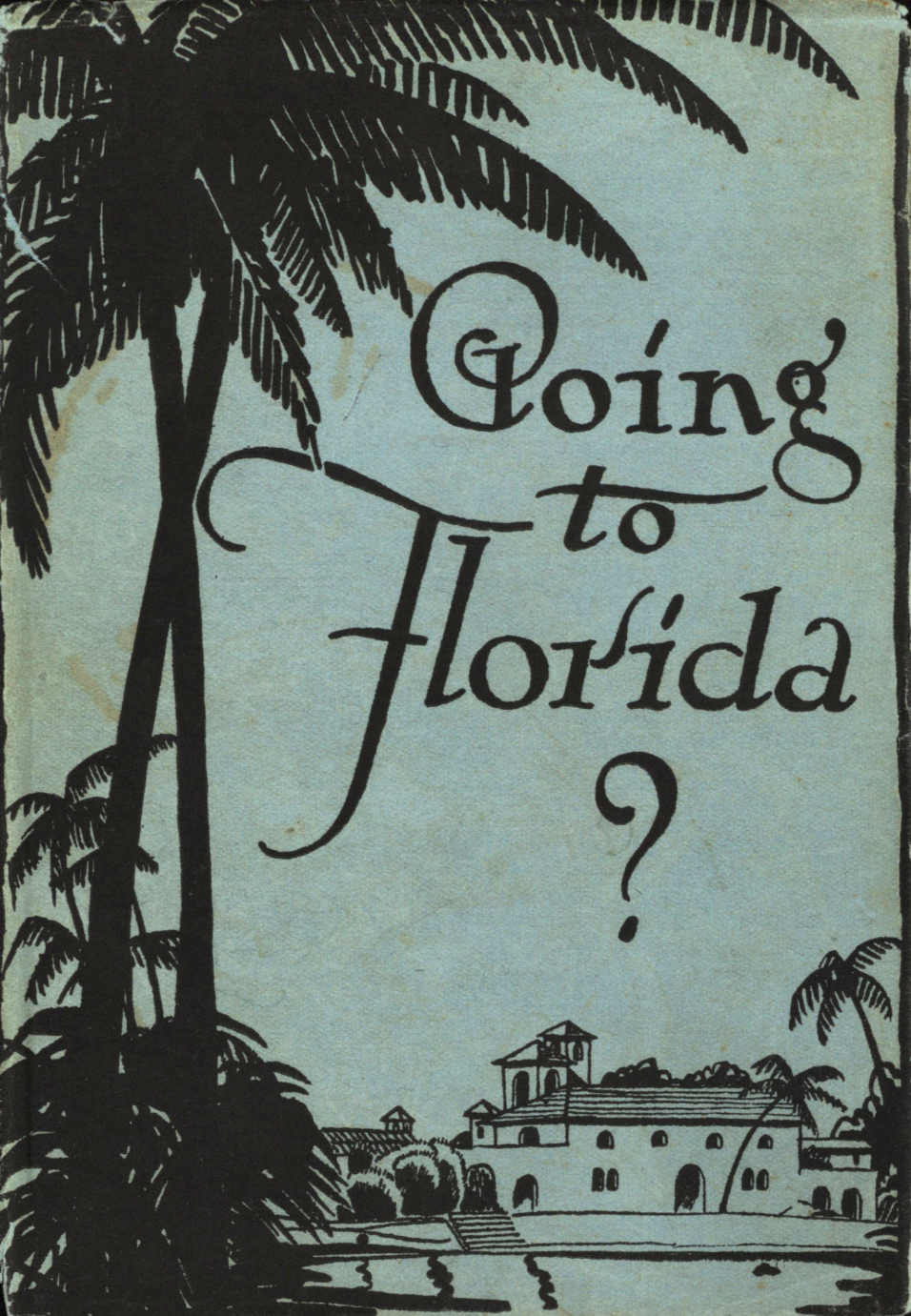
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The illustration is a black and white line drawing. On the left, a large palm tree trunk and fronds dominate the foreground. In the background, there is a large, two-story building with a tiled roof, multiple arched windows, and a central bell tower. A path leads to the building, and there are some bushes in front. The entire scene is set against a light blue background.

Going to Florida ?



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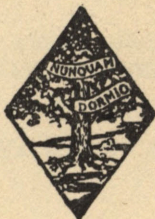


GOING TO FLORIDA?

*A Complete Guide to the
State, with Excursions to*
HAVANA AND NASSAU

BY
FRANK M. DUNBAUGH, JR.

With Colored Map



NEW YORK
BRENTANO'S

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INTRODUCTION TO THE SECOND EDITION

The question "Going to Florida?" is being asked a thousand times a day in every city in the United States from Maine to Oregon. In many cases the answer is, "Yes, I am anxious to see what is going on down there, but I have no idea where I should go or what I should see." This volume was written as a chart for the tourist, the homeseeker or the investor who would like to get a definite idea of the lay of the land before starting on the adventure.

Florida is now in a state of rapid flux. New manufacturies, distributing houses and transportation lines are being established almost daily. The Atlantic Coast Line has double-tracked its main line from Richmond, Va. to Jacksonville, Fla., to take care of the passenger and freight business to and from Florida. While handling the greatest traffic rush in its history the Florida East Coast Railroad has completed 230 miles of main double track line between Jacksonville and Miami in less than a year. During the same period this railroad has also constructed the Moultrie cut-off between St. Augustine and Bun-

nell, saving an hour in its running time, has built \$3,000,000 bridge across the St. Johns's River at Jacksonville, has increased the capacity of its Miami freight yards 250% with a 480 acre terminal at Hialeah, and has built a nineteen mile belt line around the city of Miami. The Seaboard Air Line has improved its road bed on the new line to West Palm Beach via Sebring. Tentative plans are under way to continue this line to Miami.

Water transportation to and from Florida has made great strides in the past year. Two of the largest American owned passenger vessels have been placed in the New York-Miami service in addition to the direct service of the Clyde-Mallory Lines to Jacksonville, Miami, Key West and Tampa. Freighters of all descriptions crowd the ports of Jacksonville, Miami, Tampa and Pensacola.

How many millions are being spent on automobile roads, causeways, harbor dredging and civic improvements no one can say, but very community is performing miracles. Real estate companies and private individuals are spending fortunes in similar improvements. One man, W. J. Connors of Buffalo, has built a wide, paved road through the Everglades connecting West Palm Beach with Okeechobee City. It is fifty one miles long and cost \$2,200,000.

Buildings valued at \$300,000,000 were constructed in Florida during the single year of 1925. Bank deposits have pyramided monthly. Retail and wholesale houses have doubled and tripled their business within a year.

The attention of the United States is now focused on Florida as never before. No one wants to miss the most thrilling play of the season and Florida now offers a drama unrivalled since the days of the Klondike. The visitor to Florida in 1926 will find all of the crowds and excitement of a gold rush or an oil boom but instead of pack animals, derricks and tents he will see luxurious hotels and handsome business houses. The period of feverish speculation is passing to one of sane but rapid business expansion to meet the peculiar needs of a state which is growing in population faster than has any other area in the world's history.

Besides arousing interest by their spectacular growth the cities of Florida present a unique picture to the student of city planning because they are the first cities to be laid out since the advent of the automobile. In the typical Florida city broad avenues radiate from a central plaza, the scene of band concerts, tourist sports, etc. Instead of besmirching their waterfronts with coal yards, factories and power plants as we do in the north, the Floridians beautify their river,

lake and bay front property with parks, or boulevards bordered with palms and flowering shrubs. In these surroundings they erect yacht clubs, casinos, playgrounds and hotels. Parks and golf courses are located in the center of residential property instead of being pushed into the outskirts. The effect of their modern planning is shown in the ease with which the cities of Florida assimilate new population without causing congestion or the unsightly districts.

As to real estate and other activities this volume gives only facts concerning recent history, leaving the reader to make his own calculations as to the future. A bookseller recently asked the author what tips were contained in "Going to Florida?"

"The reason I asked," he said, "is that one man to whom I sold a copy of the 1925 edition rushed off to Florida and came back with a fortune. I have been sorry since that I did not read the book myself."

FRANK M. DUNBAUGH, JR.

February, 1926.

INTRODUCTION

The aim of this volume is to give the visitor to Florida a condensed outline of the points of interest in the state in a handy and readable form. In gathering his material and in putting it together the author has tried to keep in mind the needs and desires of the tourist rather than those of the permanent resident.

For this reason he has supplied as complete information as possible regarding means of transportation (railways, steamers, automobile roads, etc.), accommodations, forms of amusement, excursions and points of interest; and has told no more about the industries of the state than will be of interest to the sightseer.

For data regarding the wonderful commercial and agricultural opportunities that Florida affords, the prospective settler is referred to the many excellent publications of the various cities and counties, as well as those of the state's Department of Agriculture.

Enough of Florida's rich and colorful history has been included to give the traveler an understanding

of the many places of historic interest, and at the same time supply a background for the very important developments that are now in progress. For Florida is now passing through one of the most engrossing, one might almost say exciting, periods of its history. Every month several automobile roads are opened; railroad lines are pushed farther along; new hotels are built; young cities, even, are laid out in what has been, up to this time, an uncharted wilderness. It is this astonishing and extraordinary growth of Florida in the last few years which has so captured the imagination of America.

In such conditions as these any book which attempts to give exact information about schedules, rates, etc., as this one does, is certain to contain some inaccuracies, but the author has made strenuous efforts to procure the latest information obtainable and much will be found here that is in no other work on Florida.

The author has tried to tell frankly and impartially about what there is to see and do in each of the more important resort sections of the state. His own recollections of each and every place he has visited are so pleasant that he feels quite certain that, wherever in Florida the traveler may go, he will come away charmed and delighted with the people, the climate and the country.

In closing, the author wishes to thank the many

friends who have done so much to help him gather the material for this book. Especial acknowledgment is due the following:

Mr. H. D. Grant, for permission to reproduce maps of Florida cities from his Auto Route Guide of the East; Mr. James A. Joy, for much helpful comment during a motor trip through the state; Mr. W. L. E. Barnett, President Florida Forestry Association, for the article on lumbering and naval stores; Mr. Nathan Mayo, State Commissioner of Agriculture, for data on industries; Mr. George G. Schutt, Secretary of the Long Key Fishing Club, for the notes on fishing; Mrs. F. A. Leary, of Daytona, Fla., for much information about that section of the state.

In addition, thanks are due the Chambers of Commerce of the following cities for their help in supplying the latest information and statistics:

Jacksonville; Fernandina, E. W. Bailey, secretary; Lake City, Rex Croasdell, secretary; Tallahassee, Thomas P. Turner, secretary; Pensacola, J. B. Morrow, commissioner; Deland, E. W. Brown, secretary; Orlando, Jane Washburne, assistant secretary; Lakeland, John L. Morris, director; Tampa, Jeannette Simmons, news service; Tarpon Springs, J. N. Farmer, secretary; Clearwater, H. S. Ransom, secretary; St. Petersburg, J. E. Coad, secretary; Bradentown; Sarasota, Willis B. Powell, secretary;

Fort Myers; St. Augustine; Daytona; Cocoa, James L. Risk, secretary; Melbourne; Fort Pierce; West Palm Beach; Fort Lauderdale; Miami, Fred L. Weede, secretary; Miami Beach, Charles W. Chase, secretary; Key West, J. E. Porter, president; American Chamber of Commerce, Cuba, H. W. Pascoe, assistant secretary; Nassau, Neville D. Sands, secretary.

GOING TO FLORIDA?

I

See Appendix for recent additions to Florida
Steamship Service.

From New York and New England

RAILROADS

Via Atlantic Coast Line from Pennsylvania Station, New York (Florida Special, Everglades Limited, Havana Special and others).

Via Seaboard Air Line from Pennsylvania Station, New York (Seaboard Limited, West Coast Limited and others).

In either case the fare one way to Jacksonville is \$36.55. Round trip, good from October to June, \$66.67.

STEAMSHIPS

Via Clyde Line to Jacksonville. Steamers leave Pier 36, North River, every Tuesday, Thursday and Saturday at noon, stopping at Charleston, South Carolina, and arriving at Jacksonville, Florida, on the morning of the third day (72 hours from New York).

The minimum fare from New York is the same as the rail (one way \$36.55, round trip \$66.67) but it includes a berth and meals. A berth in an outside

GOING TO FLORIDA

stateroom or a bedroom with bath can be secured by an extra payment.

Via Mallory Line to Key West. Steamer leaves Pier 38, North River, every Wednesday. Fare, including berth and meals, \$43.20 *and up*.

Via Clyde Line to Miami. Steamer leaves Pier 36, North River, every Wednesday, calling at Charleston Friday and arriving at Miami Sunday morning. Returning, steamer leaves Miami Wednesday, calls at Jacksonville Thursday and arrives in New York Sunday.

The minimum fare is the same as the rail—\$49.72—but includes berth and meals. This is a new service inaugurated in November, 1924.

From Philadelphia

RAILROADS

Via either Atlantic Coast Line or Seaboard leaving the Pennsylvania Station. Fare \$34.38 to Jacksonville.

STEAMSHIPS

Via Merchants & Miners Transportation Co. to Jacksonville. Steamers leave Pier 18, S. Delaware Avenue, Wednesdays and Sundays at 4:00 p.m. stopping at Savannah, Georgia, and arriving at Jacksonville on the morning of the fourth day (87 hours). Fare \$34.38 includes berth and meals. Extra charge for special accommodations.

From Baltimore

RAILROADS

Via Atlantic Coast Line or Seaboard to Jacksonville, fare \$30.96.

STEAMSHIPS

Via Merchants & Miners Transportation Co. to Jacksonville. Steamer leaves Pier 3, foot of Gay Street, Baltimore, Tuesdays and Fridays at 6:00 p.m., stops at Savannah and arrives at Jacksonville on the morning of the fourth day (85 hours). Fare \$30.96 includes berth and meals.

Via Baltimore & Carolina Steamship Company direct to Miami, Florida. Steamer leaves Pier 5, Pratt Street, Baltimore. Fare \$45.00 includes berth and meals. For schedule write the agent in Baltimore.

From New Orleans, La., to Tampa, Fla.

Via Gulf and Southern Steamship Company. Steamer leaves New Orleans every Saturday at noon. Arrives Tampa Monday at 8:00 a.m. Fare, including berth and meals, one way, \$32.50. Round trip \$58.50.

From Galveston, Texas, to Key West, Fla.

Via Mallory Line. Steamer leaves Galveston every Saturday. Fare one way including berth and meals, \$36.00.

The railroad fares to Jacksonville from various inland points are as follows:

	<i>One Way</i>	<i>Round Trip</i>
Washington, D. C.....	\$28.41	\$52.01
Cincinnati	29.52	53.32
Chicago	38.95	68.98
St. Louis	33.93	62.00
Pittsburgh	39.31	
Cleveland	38.67	
Indianapolis	32.69	

The special trains of through Pullmans are usually operated from the first week in January until the first week in April or longer. Round trip tickets are good from October to June.

WHAT CLOTHES TO TAKE

To any one who realizes the size and situation of Florida it will be obvious that the climate must vary considerably in the five hundred miles from Jacksonville to Key West. Clothing that would be appropriate at Jacksonville would be unnecessarily warm at Key West. In the northern part of the state the weather during January and February is almost like April and May in the North. Spring clothes and wraps are what is most needed. In the evenings especially an overcoat or mediumly heavy wrap is not at all out of place.

In the more tropical South—Palm Beach, Miami, Fort Myers, summer clothes are the rule. The men wear light flannels, linen knickers, etc., and the women wear light dresses and sports clothes a great deal. But even there an occasional norther brings a chilly spell when light wraps come in very handy. In motoring especially it is well to take along some warm clothing. The roads run close to the water and at many places over causeways where a brisk wind blows directly off the Atlantic or the Gulf.

In going to Florida remember it is a resort country where people wear sports clothes most of the time. Men especially find themselves wearing gayer and more varied colors than they would permit themselves in the North. Except at the fashionable hotels, evening dress is scarcely worn at all. At the larger resort hotels the men usually wear dinner suits and the ladies dinner dresses in the evening, but if one is touring or comes home late from some excursion, it is quite all right to come in to dinner in street attire.

Neither men nor women should imagine that they must provide themselves with everything they may need before starting. The cities of Florida are full of smart shops where one can procure the latest things from Fifth Avenue at Fifth Avenue prices. There are also, of course, the more reasonable shops and department stores with a wide variety of goods of all descriptions.

WHAT TO EXPECT

Florida has been a winter resort ever since the Civil War but in the last ten years the number of people who take winter vacations has suddenly been increased about ten-fold. The natural result has been an abrupt and rapid development, which has left a sharp line of cleavage between the old fash-

ioned resorts, and the newer cities which have grown up in localities not reached by the earlier railroad system. In the former, the hotels and cottages are old and are for the most part deeply embedded in a growth of trees and shrubs set out years ago. The winter visitors are mostly elderly people who have been going to the same place for many seasons. In these resorts the prices charged are comparatively low and the life led is simple and uneventful.

In the newer resorts which have sprung into being within the last ten or fifteen years the hotels are new; the streets are new; the plants and trees have just recently been set out. Everywhere there is activity—apartments, residences, banks, and school-houses are being erected, new additions are being laid out. Real estate agents swarm the streets trying to persuade the recently arrived tourists to purchase house lots. At these resorts there is always golf, tennis, and dancing; and usually boating, fishing, swimming, and other sports. There are casinos, grillrooms, and supper clubs. Naturally these newer cities are more expensive. The smart modern hotels with their handsome gardens and terraces, their private beaches, and their metropolitan service are only patronized for six or eight weeks out of the year so they are forced to charge rather high prices. In the resort cities like Miami and St. Petersburg, even

the smaller hotels charge good prices at the height of the season. But if you arrive there in December or January and look around a little you can get comfortable quarters anywhere at reasonable rates. So many people are spending their entire winters in Florida now that thousands of apartment buildings have been erected in the last few years, in many of which furnished apartments are rented by the season. Prices of foodstuffs, etc., are not as high as in the larger cities in the North. In fact it is claimed that for the all-year residents the cost of living in Florida is surprisingly cheap.

No matter where you go you will find a spirit of friendliness and comradeship among your fellow tourists. The sunny days and balmy evenings combine to make the winter visitors forget conventionality. It is easy to make acquaintances—picnics, boating parties, etc., are always being arranged on the spur of the moment. It is a country of gayety. Every resort has its pageant or carnival. There are excursions by day, dancing and music in the open air by night.

The cities for the most part are good looking. There are almost no factories; the buildings are new; the streets are well paved; the gardens are well kept; the houses are, many of them, picturesque reproductions of Spanish villas. Graceful bridges and parks, the latter adorned with magnificent palm

trees and flowering shrubs, give an added charm. Nearly all of the towns have water of some kind near them, either a lake, a river, or a bay.

The building activity is beyond the dreams of those who have not been there. Imagine not one city but an entire state which has practically doubled its population in two years. This means that many cities are tearing down hotels, business houses and residences to permit the erection of larger edifices. They are draining waterways, laying out new parks, new golf courses, new railway yards. Florida cannot be described in static terms. Movement and change are the order of the day.

To offset its flatness Florida offers its visitors a host of charming little bodies of water scattered broadcast throughout the state; a wealth of trees, shrubs, and plants of varieties never seen in the north; and, what is perhaps most important, its delightful sub-tropical climate which makes one perfectly contented to lie all day on a sandy beach gazing lazily at the undulations of the water or watching the gentle movement of the palm leaves overhead as they wave in the southern breeze.

II

AUTOMOBILE ROADS

With the many sunny days and the level roads of Florida, motoring is by far the pleasantest way to tour the state. The automobilist, too, is bound to see more of the country and of the small growing towns than the man who does all his traveling by rail. With the state and counties of Florida spending millions of dollars every year, roads that were nothing but wagon trails a few years ago are now broad automobile highways. Due to the absence of frost it is comparatively easy to build a good paved road in Florida—even when not macadamized they can be cheaply surfaced with shell rock and tar, which makes a road which is as smooth, although not as permanent as macadam. Florida roads are already superior to those of most Southern and Western states and will soon compare favorably with those of New England and California. The poorest connection in the state is between the southern East Coast and the southern West Coast. At present it is necessary to go up the East Coast as

far as Titusville where a new road has been opened across to Orlando, joining the main highway there for Tampa. For several years work has been going on toward the construction of the Tamiami Trail which is to lead from Miami to Fort Myers and thence, by roads already built, to Tampa. The major part of this highway will be directly through the Everglades. The party that surveyed it was lost for weeks and its members were on the point of starvation when rescued. Its construction has proved extremely difficult. The marshes of the Everglades do not give sufficient foundation, so that several sections of the road have sunk into the morass after they were completed. Nevertheless the work goes on doggedly and the highway will be opened for travel within a year or two.

Polk County, in the Lake Region, has built a network of excellent paved roads which connect every city in the county; Dade County, surrounding Miami, has also made a specialty of paved roads.

ROUTES TO FLORIDA

From New York—to Jacksonville (1,145 miles) the best route is via Philadelphia (95 miles); Washington (240 miles); Richmond (375 miles); Raleigh, N. C. (541 miles); Camden, S. C. (724 miles); Augusta, Ga. (835 miles); and Savannah, Ga. (970 miles).

Going to Tampa and the West Coast it is possible to branch off south of Richmond at South Hill, Virginia (456 miles from New York) and pass through Durham, N. C. (549 miles); Spartansburg, S. C. (789 miles); Macon, Ga. (1089 miles); Lake City, Fla. (1308 miles), and Orlando, Fla. (1481 miles); to Tampa (1593 miles).

From **Dayton, Ohio**,—to **Jacksonville** (1080 miles) the best route is via Cincinnati (60 miles); Knoxville, Tenn. (356 miles); Asheville, N. C. (592 miles); Greenville, S. C. (655 miles); Augusta, Ga. (771 miles); and Savannah, Ga. (905 miles). This is over the Dixie Highway.

From **Chicago**—to **Jacksonville** (1482 miles) the Dixie Highway leads through Danville, Ill. 134 miles); Indianapolis, Ind. (225 miles); Louisville, Ky. (351 miles); Nashville, Tenn. (534 miles); Chattanooga, Tenn. (693 miles); Atlanta, Ga. (832 miles); Augusta, Ga. (1003 miles); Savannah, Ga. (1107 miles) to Jacksonville, Fla.

Going to Tampa and the West Coast it is possible to branch off at Atlanta and go on down through Macon, Ga., Lake City, and Orlando to Tampa (1415 miles).

The roads to Florida from the North Atlantic States and from the Middle West are good except after continued rains.

Some tourists prefer to ship their automobiles as far as Jacksonville by water in order to spend more of their time in touring the state.

The freight rates on automobiles from various Atlantic Coast points to Jacksonville are as follows:

Boston (Merchants & Miners) \$2.44 per 100 pounds, minimum \$61.00.

Providence (Merchants & Miners) \$2.67 per 100 pounds, minimum \$53.40.

New York (Clyde) \$2.32 per 100 pounds, minimum \$58.00.

Philadelphia or Baltimore (Merchants & Miners) \$2.32 per 100 pounds, minimum \$58.00.

These rates are uninsured, freight prepaid. Insurance can be arranged through the steamship company. Arrangements for shipment must be made in advance with the agent. Closed models are not handled on certain steamers.

ROADS IN THE STATE

Dixie Highway, from—Jacksonville to Miami (377 miles).

From Jacksonville there is a good paved road through St. Augustine (40 m.) and Ormond to Daytona (114 m.). At Ormond one may drive out to Ormond Beach on the ocean and come down the famous beach through Seabreeze to Daytona

Beach (6 m.) if the tide is low, returning to the Dixie Highway at Daytona.

(At Daytona the West Dixie Highway branches off toward Orlando and the West Coast.) The East Dixie Highway continues through New Smyrna (129 m.) and over a bad shell road to Titusville (162 m.). From Titusville a good road follows the Indian River through Cocoa and Rockledge (181 m.) to Melbourne (202 m.). From here to Vero (236 m.) a new road is just being completed. South of Vero the Dixie Highway is a fine paved boulevard all the way to Miami. It passes through Fort Pierce (250 m.), Stuart, Olympia, West Palm Beach (309 m.), Fort Lauderdale (351 m.) and Hollywood to Miami. At Miami it becomes Second Avenue, taking you to Flagler Street in the center of town.

Daytona to Tampa (165 miles).

From Daytona a good paved road leads to Deland (24 m.), past Orange City, across the St. John's River on a toll bridge (toll 50c) to Sanford (44 m.). From Sanford the road passes through Altamonte Springs and Winter Park to Orlando (68 m.). (From Orlando there is a new road across to Titusville on the East Coast.) Our road takes us through Kissimmee (132 m.) to Haines City (110 m.).

Much of the road thus far has been of red brick,

a good road, but so narrow that two cars cannot pass without each getting one wheel off the road, and the shoulders on either side are of soft sand. In several places this road has been laid on a fill over swamp land and the filled road has sunk into the swamp, making it necessary to resurface the road.

(From Haines City a good road leads south through Bartow (23 m.) to Fort Myers (146 m.).

From Haines City to Tampa the roads are all fine, wide, paved roads running over rolling or high level country. We pass through Lake Alfred (115 m.), Lakeland (132 m.), and Plant City (143 m.) to Tampa, coming in on Seventh Avenue.

Tampa to St. Petersburg

1—Via the Gandy Bridge (19 m.). Take Bayshore Boulevard to Port Tampa and thence across the Gandy Bridge to the Pinellas Peninsula and to St. Petersburg. (This road has just been opened.)

2—Via Clearwater (53 m.). Take Grand Central Avenue out of Tampa, thence along a great broad boulevard bordered with shrubs, erected to the memory of soldiers in the late war, to Oldsmar (15 m.). Beyond Oldsmar turn left to Dunedin. (Right leads North to Tarpon Springs.)

From Dunedin road leads through Clearwater (31 m.) and Belleair to St. Petersburg.

Tampa to Fort Myers (166 m.).

Go west on Seventh Avenue to Ybor City (west-

ern part of Tampa). Then south to Ellentown and across the Manatee River to Manatee (50 m.) and Sarasota (62 m.). Continue through Venice and Charlotte Harbor to Punta Gorda (120 m.) and thence across Caloosahatchee River to Fort Myers. This is a good paved road which will be part of the Tamiami Trail when that highway is completed as far as Miami.

Lake City to Orlando (180 m.).

This route leads through Gainesville (50 m.) Ocala (92 m.), Eustis, and Mt. Dora (152 m.) to Orlando. This is a good road, mostly paved, through the rolling lake country.

Tampa to West Palm Beach (237 m.).

Take the Yaytona road from Tampa as far as Lakeland (33 m.). Turn south over good road to Bartow (14 m.) and from there east to Lake Wales (18 m.). From Lake Wales the road leads south through Babson Park, Frostproof and Avon Park to Sebring (37 m.). From Sebring, State Highway Number 8 continues south along the shore of Lake Stearns to Lake Anne and then turns east to Okeechobee City (59 m.). Turn south onto the Connors Highway which skirts the east shore of Lake Okeechobee to Canal Point (35 m.). Here the Connors Highway turns east following the drainage canal to its terminus 19 miles from Canal Point. The last 22 miles is over a county road which leads into West Palm Beach.

III

HISTORY

Aborigines

Scattered along the coasts of Florida are mounds of oyster shells. One, near New Smyrna on the East Coast, called Turtle Mound, is large enough to make a fair sized hill. There are several smaller mounds near Cape Sable at the Southern end of the peninsula. The supposition is that the Indians came to these places at regular intervals for great feasts, strewing the oyster shells over the ground until the accumulation became a great mound. If so, the custom must have continued for a very long period of time. Human bones and rude instruments have been found in these gigantic "kitchen middens." At present very little is really known about them, but their presence together with other signs would seem to indicate that Florida has been inhabited since far back in man's history.

Discovery

First claim to the discovery of Florida by Europeans comes from Sebastian Cabot. In the Journal

of his voyage of 1497 he wrote, "Despairing to find the passage I turned back again and sailed down by the coast of land toward the equinoctial (ever with the intent to find the said passage to India) and came to that part of firm land which is now called Florida where, my victuals failing, I departed from thence and returned to England."

There is no proof that the coast along which Cabot sailed was Florida, so the actually known history of the peninsula must be said to begin on March 27, 1513, when Juan Ponce de Leon sighted the coast near St. Augustine. It being Easter Sunday he named it *Terra de la Pascua Florida*—"the land of the Easter flowers."

A few days later he landed and took formal possession in the name of the King of Spain.

When Ponce de Leon led his expedition to Florida he was a man of middle age, a successful soldier, and a former governor of Porto Rico. The story is that he had fallen in love with his beautiful young ward but, realizing how soon age would be upon him, he sought to bathe in the Fountain of Eternal Youth before he dared ask for her hand. On this first voyage he stayed only a short time in Florida, made some few explorations, and returned to Spain. On a second voyage, in 1521, he was killed by the Indians. How his love affair ended we do not know.

In 1528 Pamphilo de Narvaez came over from

the West Indies with a fleet of five vessels. This expedition landed in Bahia de la Cruz on the west coast near the site of the present city of Clearwater. Narvaez sent a land party north through Florida. They lost touch with the fleet and wandered about without provisions for weeks. Many were killed or captured by the Indians. Those that remained constructed a vessel which foundered in the first storm. Years afterward four soldiers, the only survivors of the company, reached the Spanish settlements in Mexico; they had made their way clear around the Gulf of Mexico by land.

In 1539 Hernando de Soto landed at Tampa Bay. Near the site of the present city of Tampa he came upon a large Indian village of wooden cabins thatched with palmetto leaves. On a mound at one end of the village street was the cabin of the chief; at the other end was a rude temple containing the image of a huge fowl. The Indians had decamped the night before, leaving the entire village deserted. De Soto destroyed the temple and marched inland to the country of the great chief Acuera. Being far from his base of supplies he tried to parley with Acuera, but the latter sent back word that all Spaniards were marauders and brigands with whom he did not care to treat. He ended his message with the refreshing news that he had ordered his tribe to kill two Spaniards for him every day. From

De Soto's account the Indians were careful never to go below the day's quota but did not mind exceeding it. Whenever a Spaniard strayed from the main body an Indian was ready to pick him off. When attacked the Indians retreated into their impenetrable swamps. It was the beginning of a bush warfare which was destined to last three hundred years. It was not until the Seminole War in 1842 that organized military bodies were able to subdue the Florida Indians in their native swamps.

De Soto was seeking for gold rather than the subjection of the Indians. After a few encounters he turned north to Ocala where he heard the natives used gold even for their cooking utensils. Failing to find it there, he pushed on north out of the present limits of the state and eventually to the Mississippi where he died. Incidentally it might be mentioned that gold has never been found in Florida.

De Soto's expedition has left us a romantic story that may have given the material for Chateaubriand's "Atala." It seems that during a skirmish with the Indians one of the tribe deserted his comrades and ran up to De Soto. "Do you not know me?" he asked in Spanish. "I am a Spaniard."

He proved to be Juan Orty, a young member of Narvaez expedition who had been taken by the Indians. At the time of his capture he was only eighteen years old. When his comrades were massa-

cred he was saved by the intervention of the wife and daughter of the chief, Hirrihigua. But he was held as a slave and on feast days was cudgeled and spat upon. After all the tribe had gone to sleep, the chief's wife and daughter would slip out to the stake where he was chained, bringing food and drink and soft words. At last Hirrihigua determined to burn him to death. The night before the execution, when the faggots were all piled up and the tribe was already beginning the Dance of Death, the chief's daughter spirited young Juan to a neighboring chief, her fiancé, who protected him until he escaped to the Spaniards. After years of captivity he had become to all appearances an Indian. De Soto gave him doublet and hose but from long habit of wearing only a loin cloth it was many a week before he could bear anything next his skin but the finest of linen.

First Colony

These first expeditions were made by adventurers seeking gold and excitement. Except for a few skirmishes with the Indians they left the peninsula as they found it—a great flat wilderness inhabited by bands of warring savages. It was not until 1562 that the first attempt was made to establish a European colony on the shores of Florida. In that year Jean Ribaut landed near St. Augustine with a com-

pany of French Huguenots. They built Fort Carolina, so named in honor of Charles IX of France, probably at St. John's Bluff. The settlement was backed by Admiral Coligny who hoped to establish in the new world a safe asylum for his co-religionists.

But Spain felt that Florida was hers. The little French colony was a threat that could not be ignored. In 1565 the King of Spain commissioned Pedro Menendez de Aviles as Adelantado (governor) of Florida and sent him across the Atlantic with a fleet of eleven vessels.

The Spaniards landed as near Fort Carolina as they dared and began throwing up entrenchments about an old Indian dwelling which they discovered on the shore. This was the founding of St. Augustine.

Ribaut decided to attack the Spaniards by sea before they could consolidate their position. Unfortunately for him a great gale and tempest scattered his fleet with all his forces on board. Mendendez took advantage of the opportunity to attack the weak garrison left at Fort Carolina. There was no resistance but Menendez massacred the entire garrison, killing in all one hundred forty persons.

Meantime the French fleet was shipwrecked at Matanzas inlet just south of St. Augustine. The French soldiers under Ribaut were starving. They had no choice but to surrender to Menendez. He

promptly shot down all but five who recanted their Huguenot faith. It was one of the worst butcheries that has ever taken place in America. A French captain obtained partial revenge by massacring the Spanish garrison at Fort Carolina but he made no attempt to re-establish the ill-fated Huguenot colony.

Spanish Rule

The Spaniards, disappointed to find Florida bare of precious metals, made no further attempts at colonization and for two hundred years St. Augustine remained a lone Spanish fortress on the Atlantic Coast.

In 1586 the city was sacked and burned by Sir Francis Drake, who carried off the government treasure chest with two thousand pounds of gold.

In 1665 Captain John Davis sailed into the harbor and repeated Drake's exploit.

In 1696 Pensacola on the Gulf of Mexico was settled by the Spaniards and work was started on Fort Charles. This was the beginning of West Florida.

In 1740 General Oglethorpe of the English Colony of Georgia besieged St. Augustine without success and was forced to withdraw.

During the Seven Years' War England captured Havana from Spain. At the close of the war in

1763 she returned Cuba to Spain in exchange for Florida.

English Rule

An Englishman named Dr. Turnbull took great interest in the newly acquired territory of Florida and decided to found a colony there. Unable to get English immigrants to make the hazardous journey, he brought over fifteen hundred Minorcans to colonize his settlement at New Smyrna. But the land did not prove productive and the colony was a failure. After Turnbull's return to England his agents made slaves of the immigrants; they in turn revolted and fled to St. Augustine, some of whose leading families are of Minorcan ancestry. Ruins near New Smyrna are believed to be remains of mills, canals, etc., made by this early colony.

It is interesting to note that they tried to raise sugar cane, which in the last few years has been grown successfully in southern Florida.

Florida remained loyal to her new mistress, England, during the American Revolution. It became a place of refuge for the royalists from the northern colonies.

By the treaty which gave Independence to the northern colonies, England ceded Florida back to Spain. The loyalists who had flocked to Florida

promptly scattered to England, the Bahamas, and Nova Scotia.

During the War of 1812 between the United States and England, the Spanish allowed the English to use Pensacola as a military base. On November 14, 1814, General Andrew Jackson captured it for the United States. It was returned to Spain at the end of the war but henceforth the Government at Washington felt the need of getting hold of Florida in order to protect the Mississippi Valley in case of war.

Ceded to United States

In 1819 arrangements were finally made with Spain whereby she ceded Florida to the United States on the settlement of certain claims amounting to about \$5,000,000. The probabilities are that Spain sold Florida because she realized that she could not hold it against the rapidly growing United States. It had become a refuge for escaped slaves, adventurers, Indians, and outlaws of all countries. General Jackson had invaded it in 1818 in pursuit of the Seminoles without heeding the protests of the Spaniards. On July 19, 1821, the American flag was hoisted at St. Augustine by General Jackson, who had been appointed first governor of the territory.

At the time of its accession by the United States practically all of Florida was still a wilderness with

a few settlements along the Northern border and the coasts. The rest of the state was inhabited by the Seminole Indians, a branch of the Creeks who had broken with the rest of the tribe and hence were called Seminoles—seceders. After the territory was taken over by the United States the settlers began to push south into the Indian lands. The Seminoles protested in their usual way, which was to wage bush warfare against the settlers. In 1834 a treaty was signed by certain chiefs by which they agreed to migrate with their tribes to the Indian territory west of the Mississippi. This move proved highly unpopular amongst the tribesmen. Within a short time the chiefs who had signed the treaty were murdered. Soon afterwards the settlement at New Smyrna was attacked, and several parties of soldiers were ambushed and killed. It was the beginning of the Seminole War, which lasted seven years and cost the United States millions of dollars and thousands of lives.

After two years of unsuccessful warfare Colonel Pierce defeated a large band of Seminoles and drove them into Wahoo swamp where he was unable to follow them. The next year Colonel Zachary Taylor fought a battle on the shores of Lake Okeechobee which broke organized Indian resistance, but small bands continued to ambush soldiers until the final surrender at Coahoochee on August 14, 1842, when

the remaining troops of Seminoles were sent to Arkansas. A small group (about 400) were left roaming in the Everglades, the ancestors of the Seminoles of to-day.

In 1845 Florida was admitted to the Union as a State. In 1861 she seceded. During the Civil War Jacksonville was taken and lost by the Federal troops four times.

Recent History

The Civil War called the attention of many Northerners to the attractions of Florida as a winter and health resort. Jacksonville and St. Augustine became the winter homes of quite a few well-to-do Northerners. Before long Henry B. Plant, who had acquired the A.C.L., began to build up the West Coast. At Tampa he built the famous Tampa Bay Hotel, which was for many years one of the best known winter resorts in America.

In 1889 phosphate was discovered near Ocala and from that time on its mining has become increasingly important.

Meanwhile Henry M. Flagler was beginning his tremendous development of the East Coast. In 1885 he projected the Ponce De Leon Hotel at St. Augustine. Soon after he bought up the few little narrow-gauge railroads that ran as far south as Daytona. These he consolidated into one standard-

gauge railroad—the Florida East Coast Railroad. He continued building the road farther south, making business for it as he went. In 1894 the railroad was completed as far as Palm Beach, where Flagler had ready for it the Royal Poincianna and Breakers Hotels. He tried to connect with boat lines to Havana and the Bahamas by building a long pier out into the Atlantic Ocean from Palm Beach, but it was found that steamers could not tie up there during a storm and the project was abandoned. As soon as he had finished the railroad to Palm Beach, Flagler traveled in a spring wagon to the mouth of the Miami River. He was delighted with the country and determined to build the line on to Miami as soon as possible. By April 16, 1896, it was completed.

In 1905 Flagler started work on his most cherished dream, the line over the keys from the mainland of Florida to Key West. After disheartening setbacks, including the loss of over a hundred lives during the hurricane season, the line was finally completed on January 22, 1912.

The last ten years have witnessed a tremendous boom throughout Florida. Cities have trebled and quadrupled in size. More and more acreage has been opened to farmers as great areas of the Everglades have been drained. Winter tourists have come in by the hundreds of thousands. Some of

its resorts have become among the most luxurious and magnificent in the world. And yet with all its recent development Florida is still a frontier state. Only a few miles from the imposing resort cities are primeval glades inhabited only by alligators, snakes, and occasional roving bands of Seminole Indians. The whole southern coast from the outskirts of Miami to Everglades and beyond is a wilderness awaiting development. The various railroad systems are still extending their network of lines through the state and are pushing farther and farther south.

The Florida East Coast Railroad has completed its Okeechobee line from Okeechobee City to Canal Point with train service to the latter community. Work will be continued on the section from Canal Point to Miami as soon as the double tracking of the main line is completed. The Seaboard Air Line inaugurated direct service to West Palm Beach via Sebring in 1925. This line is to be continued to Miami in time for the season of 1927.

A cross state railroad south of Lake Okeechobee is projected as are extensions of existing lines to Fort Myers and further south on the West Coast.

With the building of these railroads and the rapid drainage of the Everglades the southern end of the Florida peninsula presents a scene of present and future activity scarcely equaled at any other point in the United States. The old state of Florida, site of the first settlement in North America, slumbered along peacefully almost unnoticed and untouched during the long period of our Western expansion. Now, when we no longer have a Western frontier, when the territory from the Mississippi to the Pacific Ocean has become a settled, prosperous, developed country, the genius of American energy has been turned to this long-forgotten Southern peninsula and is making of it a new land of promise and productivity.

IV

GEOGRAPHY AND INDUSTRIES

Florida is the Southernmost state in the Union. It lies between $24^{\circ} 30'$ and 31° north latitudes which means that it is about the same latitude as Egypt, Palestine, and Southern China. It is about five hundred miles long, making it almost as far from Jacksonville to Key West as it is from New York to Raleigh, North Carolina. It has a total area of 58,666 square miles, of which 3805 square miles are lakes. It has a coast line greater than that of any other state:—472 miles on the Atlantic and 674 miles on the Gulf of Mexico.

The Northwestern part of the state is rolling like Alabama but the rest of the state is exceedingly flat. The visitor to Florida should get this fact firmly fixed in his mind before starting—a great deal of Florida scenery is flat and barren. Do not expect a picturesque coast line like the French or Italian Riviera, or Southern California. On both the Atlantic and Gulf sides there are sand reefs and narrow islands enclosing shallow bodies of water

like Clearwater Bay on the West Coast or Indian River on the East Coast. A ridge of slightly higher ground runs down the center of the peninsula but the highest elevation in the state is not much over 300 feet. The 30,000 lakes in this central ridge section are sink holes or depressions caused by the solution of the limestone formation which is general in this region. Many of these lakes are connected by subterranean channels. Limestone is the underlying rock of the peninsula but it has been covered over with a coating of siliceous sands brought from the Atlantic coast plains by marine action. Most of the surface of the state is what is called pine land, a sandy soil which sometimes has a black mold on the surface. It is particularly favorable for growing fruit trees.

Everglades

There are about 6000 square miles of Everglades land or swamp land. This soil is very rich. The Everglades are being gradually drained to make truck farms. Contrary to a widespread belief the Everglades are not a jungle. They are fields of saw grass which look something like western prairie land. But it is low lying and during the rainy season it is covered with six inches to a foot of water.

Interspersed through the Everglades are wooded oases called hammocks. These were islands when

the Everglades were entirely under water. Now they are luxuriant virgin forests of live oaks plumed with palmettos and hung with wild cucumber vines, morning glories, and giant ferns. Through this heavy tropical growth flit birds of every color—the heron, ibis, plover, and others. It was not in the Everglades proper, but in these hammocks that the photos were taken for the tropical jungles of Florida which we used to see in the old geographies. (Hammocks are characteristic of Florida and are found not only in the Everglades but all along the Coasts.)

Passage through the Everglades proper is almost impossible because the saw grass makes it difficult to get canoes through and the water is too deep to get supplies through any other way. While the Everglades are swampy there is very little stagnant water in them; fresh water springs are scattered all over the section. The movement of the water seeking the ocean is the only guide the traveler has for direction as there is no way to blaze a trail. It was in the Everglades that the Seminole Indians were able to lose and ambush our soldiers during the Seminole War. To this day they are the refuge of fugitives from justice, as, for instance, when the famous Ashby gang fled to them in the Spring of 1924.

The first white man to explore the Everglades was Excalente de Fontenada, who was held captive by the Seminoles for seventeen years. Willoughby crossed the Everglades in fifteen days, some years ago, from Shark River to Miami. As fast as they are drained they grow easier of access. Roads are now being built along the canals. The day may soon come when the Everglades will be known only to history.

Springs

Florida has a great abundance of springs of many varieties. Green Cove Springs in Clay County has a flow of 3000 gallons per minute. Not far from St. Augustine is a spring which bursts into the sea, driving back the breakers. Other famous springs are the Crystal Springs near Ocala and the De Leon Springs near Deland.

Rivers

The St. John's River runs north from the middle of the peninsula until it turns east at Jacksonville to flow into the Atlantic Ocean. It is navigable for 250 miles from its mouth. The Withtacoochee runs northwest from Polk County into the Gulf of Mexico. The Caloosahatchee drains Lake Okeechobee from which it runs southwest into the Gulf of Mexico near Fort Myers.

Harbors

On the East Coast are Fernandina, Jacksonville, St. Augustine, and Miami. On the West are Tampa and Pensacola. Key West off to the South on one of the keys is also important from a commercial and military standpoint.

Climate

The authorities divide Florida into three divisions. They draw a line from Cedar Key on the west to Fernandina on the east and call the climate north of that Southern; that is, similar to Georgia and Alabama. Next they drew a line from Fort Myers on the west to Fort Pierce on the east and call the strip north of that semi-tropical, and the strip south of it sub-tropical. Needless to say these divisions are arbitrary; they simply give a general idea of what to expect in the different regions. The Gulf Stream and trade winds tend to make the climate uniform throughout the state. The mean temperature of the state for the year is 70.8° F. The average rainfall is fifty to sixty inches per year.

In the summer the climate is warm but not excessively hot except for short periods. The rainy season comes in the early fall.

Lumber

There is much standing timber left in Florida and lumbering is still the most important industry.

The tourist who sees much of the state will be sure to pass many sawmills and see thousands of trees that have been blazed to get the turpentine out of them. No official estimate has ever been made of the forest area of the state but there are still approximately eight or nine million acres of uncut timber, although about 60 per cent. of the original timbered land of the state has already been cut over. The sections where most of the standing timber is left are along the gulf coast in the northwest; in a belt running northeast from Fort Myers past Lake Okeechobee to Lake Kissimmee; and along the Manatee River.

The chief variety of lumber is yellow pine, cut mostly from long leaf pines or the Slash pine, and a small quantity from the short leaf, Loblolly and Pond pines. Next in importance is cypress. Hardwood lumber, used chiefly in Florida for the manufacture of fruit and vegetable crates, is cut from the following species:—red gum, black gum, yellow poplar, cottonwood, hockberry, red bay, magnolias, wahoo, ash, hickory, beech, and several species of oak. A small amount of red cedar is used in the manufacture of cigar boxes and lead pencils. The value of the lumber crop of the state of Florida for 1923 was somewhere around \$50,000,000.

Turpentine and Naval Stores

Naval stores operations are conducted simultaneously with the lumber operations. It is the general practice in Florida for the lumber companies to sell the turpentine rights to naval stores operators and to cut the timber after the operators have worked it for turpentine for four or five years. Besides operating in the virgin timber the second growth timber practically all over the State is being worked by the naval stores operators, so that the area covered by their operations covers practically three-fourths of the original timbered area. The largest area being worked for turpentine is located around Perry, in Taylor County, and extends into Dixie, Lafayette, and Suwannee counties; this area contains about 100,000 acres. A subsidiary of the Gillican-Chipley Co. of New Orleans, La., the largest operators in the world, control a tract of 1,125,000 acres of yellow pine timber in south Florida, in Osceola, St. Lucie, Okeechobee, Polk, Highlands, Glades, De Soto, Charlotte, Lee, Hillsborough, and Manatee counties. This tract contains approximately 2,300,000,000 feet of timber and is the largest body of merchantable yellow pine timber in the world.

There are 452 turpentine stills in the State of Florida which produced 218,519 barrels of turpen-

tine (60 gal. bbls.) and 852,425 barrels of rosin (280 gal. bbls). for the season of 1923-1924. The chief shipping points are Jacksonville and Pensacola. Jacksonville is the chief naval stores port of the world. Florida ranks first of all the states in naval stores operations, producing half of the turpentine and other naval stores of the world, of which 70 per cent are produced in this country. The approximate value of naval stores shipped out of Florida last year was \$13,000,000.

To get the turpentine the trees are scarified and the gum which exudes is collected in clay or galvanized iron cups from which it is dipped into barrels and carried to the still. The scarification of the tree, or chipping, begins early in the spring, usually in March, and continues each week up to October or November, when the flow of gum practically ceases. The number of chippings is usually thirty-two per season, although owing to weather or labor conditions it may vary between twenty-eight and thirty-five.

The instrument used for chipping or making the streak is called a "hack." It consists of a flat, steel blade $2\frac{1}{2}$ inches wide, bent into the shape of a "U". The blade is fastened at right angles to one end of a wooden handle 18 inches long and 2 inches in diameter, to the opposite end of which is attached a

pear-shaped weight of five to seven pounds; the blade and handle weigh about a pound.

The chipper stands directly in front of the face and removes with the hack two strips of wood and bark one-half to three-fourths of an inch wide and one-half to one and a half inches deep, parallel with two oblique gashes previously made. The removal of the two strips constitutes the streak, which is in the shape of a "V" having an angle of about 95 degrees. The apex of the angle is called the "peak" and lies directly above the center of the cup.

After the first two seasons the increased height of the face makes the use of the hack impracticable, and a puller is used in its place. This tool resembles the hack except that the blade is closed and provided with a long handle.

Dipping—the cups fill with gum in three or four weeks and are dipped or emptied about seven times a season. The workman uses a tool called a dipper, a flat trowel-shaped blade about $7\frac{1}{2}$ inches long by $5\frac{1}{2}$ inches wide.

A certain amount of the gum does not reach the cup, partial evaporation of volatile oil leaving it too viscous to flow. This is called scrape and is collected but once a year, at the end of the season. It is collected with a flat tool salled a pusher which has a flat rectangular blade 4 inches long by $4\frac{1}{2}$ inches wide.

FLORIDA FRUITS

Floridians often grow mango trees, limes, paw-paws, and occasionally sapodillos, chayotes, and native plums in the yards of their houses or along the roadsides. The slightly cooler temperature of the northern end of the state is favorable to pecan and other nut trees with a few deciduous fruit trees. The warm south end of the peninsula has its groves of cocoanut palms and occasional fields of pine-apples and bananas. Here too are grown the papaya, the guava, and the avocados (alligator pear) together with all the varieties of citrus fruits:—kumquats, loquats, tangerines, tangelos, king oranges, etc.

The chief agricultural industry of the state is the growing of oranges and grapefruits, with an output of over twenty million boxes per year. As fast as the pine forests are cut away they are supplanted by groves of citrus fruits.

Cultivation of the Orange

The bitter orange has been found in Florida in a wild condition from an unknown period and earlier botanical explorers regarded it as an indigenous tree, but it was undoubtedly brought by Spanish colonists to the West Indies and thence transplanted to Florida by them. It is chiefly used for stock on

which to graft sweet oranges and other varieties of citrons.

The sweet orange, the one most generally eaten, grows in moderately fertile soil if well drained and sufficiently moist; but a stiff loam or calcareous marl intermingled with some vegetable humus is most favorable to its growth and productivity. For this reason the soil and climate of Florida are particularly favorable.

The plan usually adopted by the cultivator is that of grafting or budding the sweet orange on stock raised from seeds of some more vigorous variety (as for example the Florida bitter orange). The seedlings are moved to the nursery in the fourth or fifth year and grafted in the seventh year with the desired variety. When grafts have acquired sufficient strength they are planted in the permanent orchard at which time they are about four to six feet high. Not only do grafted trees produce a superior quality of fruit but they mature and bear fruit sooner than seedling trees. In addition they are not as tall, so the fruit is nearer the ground and more easily picked.

The fruit grower buys the budded trees from the nursery and sets them out in his orchard at distances of from 16 to 30 feet apart, keeping the ground well stirred between the trees. Shallow pits are sometimes dug around the trees for the reception

of liquid and other manures. The young trees require regular and careful pruning with their tops trimmed as nearly as possible in a spherical form. Irrigation is unnecessary in Florida, as also are "smudges" (smokey fires to prevent frosting). It is only once in a decade or so that the trees are frosted. Melons, cantaloupe, and other annual fruits are sometimes grown between the rows of trees.

In favorable seasons orange trees produce a great abundance of fruit, anywhere from 500 to 1000 oranges on a single tree in full bearing. A grower in Lake County claims to have picked 6000 oranges from a single tree in one year. Orange trees bear from fifty to eighty years and some into the centuries. An orange tree in Rome is reported to be seven hundred and twenty years old.

The fruit is gathered for export while still partly green. The oranges are carefully clipped from the tree to prevent bruising. The pickers use long ladders and place the fruit in sacks carried over their shoulders. A little bit of the stem is clipped with each orange to make it keep better. In the modern fruit packing house the fruit is washed, graded, wrapped in paper, and placed in boxes ready for shipment without once being touched by bare hands.

Florida ships about 30,000 carloads of oranges a year to Northern cities and states.

Grapefruit

The real name of this fruit is Pomelo but it is called grapefruit because it grows in clusters like grapes. It is a citrus fruit grown under about the same conditions as the orange. But although California provides Florida with some competition in the production of oranges the Florida grapefruit is preëminent.

Commercially the grapefruit is a new fruit. Mrs. Potter Palmer, who had a large estate at Sarasota with extensive fruit orchards, is credited with having made it a fashionable breakfast fruit. Today it rivals the orange in popularity. Florida, which shipped 3913 carloads north in 1912, now ships 20,000 to 25,000 carloads a year. But to really enjoy the full flavor of a grapefruit it must be picked ripe from the tree and eaten at once.

Truck Farming

Truck farming is becoming increasingly important with the drainage of swamp lands. Every year thousands of carloads of lettuce, peppers, cucumbers, strawberries, cabbage, and watermelon are shipped out of the state in addition to the 10,000 carloads of tomatoes and the 7000 carloads of celery. The out-of-season prices obtained for these products gives the Florida farmers an advantage over their Northern competitors.

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The annual income to the State as estimated by the Department of Agriculture, is roughly as follows:

<i>Product</i>	<i>Value</i>
Fruit crops	\$ 30,000,000
Field crops	22,000,000
Truck crops	18,000,000
Milk and butter	7,000,000
Eggs and poultry.....	8,000,000
Livestock	9,000,000
Minerals	20,000,000
Naval stores	20,000,000
Lumber	30,000,000
Fisheries	14,000,000
Manufacturing	150,000,000
Tourists' trade	100,000,000
<hr/>	
Total	\$428,000,000

V

FISHING, YACHTING, AND OTHER SPORTS

Deep Sea Fishing

No sportsman should leave Florida without having a go at the deep sea fishing. Its waters provide sport such as is not found anywhere else in America except perhaps around the Catalina Islands off the coast of Southern California. The warm seas of the tropics seem to nurture the largest, strongest, and gamiest fish. The thrill of grappling for an hour and a half with a two hundred pound tarpon is as far ahead of that from bringing in a black bass on a Wisconsin lake, for instance, as bear hunting is over rabbit shooting.

Every red-blooded man who goes to Florida, whether he is a fisherman or not, wants to give a day or two to fishing so that he can come home and tell his friends about the big fish he caught. That is fine—he will enjoy his day and with a good guide and a fair break in the luck he will bring in plenty of fish. But your true Florida fisherman spends weeks

at it season after season—going after bigger game and using lighter and lighter tackle every year. When you hear veteran high-type amateurs talking, it is not of the number of fish caught but of the size of the tackle used compared to the weight of the fish.

For the man who is a novice in Florida waters, however, there is only one plan. Get a good guide and then follow his advice as to bait, tackle, and how to play your fish. At all the good fishing centers guide boats can be hired for \$15.00 to \$25.00 a day including the fishing guide. These are for the most part sturdy little raised-deck gasoline cruisers with engine, bunk, and lavatory in the cabin, but different guides favor different types of craft. Some boats have a well for the fish when caught; most of them have a large box. In the stern are usually two seats facing backward for the fishermen. Three men can fish from a guide boat if they are expert at keeping their lines from tangling, but two amateurs with the guide and pilot makes the best party if you are really out for fish. Unless a lady is a good sport and does not mind tossing about for several hours in the trough of the sea in a small boat she had better let her husband do his deep sea fishing without her.

The most important duty is to get a good guide; a little inquiry beforehand is well repaid. Some guides are always on the lookout to see every fish that jumps no matter how far he may be from the

boat; they seem to sense where the fish are most likely to be; and they take an interest to see that you have your tackle ready so that you will get the fish when he does strike. Others seem to feel that their only duty is to get you out and get you back—if you happen to catch any fish so much the better. Wear old clothes, of course. No matter what time of day or night you start take along some food and some fresh water. See that the guide has brought fresh bait (ballyhoo and mullet are the favorite bait) and that the tackle is in order. The guide furnishes the tackle, including a belt to go around your waist with a holder like a socket for the end of the pole.

Florida fishermen use heavy bamboo fishing rods (the size depending somewhat on the skill of the fisherman and the type of fish he is after) and large reels, four inches or more in diameter, equipped with a mechanical drag which you can regulate to suit yourself, or which you can throw off entirely when occasion requires. This drag makes a force holding the fish back whenever he starts to pull the line out. No man's thumb is strong enough to hold a hundred pound tarpon.

Most of the deep-sea fish are caught by trolling either with live bait or spoon. With most fish as soon as you feel the least strike you "hit him hard," that is, you pull the rod back sharply in order to lodge the hook securely in the mouth of the fish.

This applies to amberjack, barracuda, kingfish, and tarpon. Once the fish is fairly hooked the fun begins. You point your rod right at him and endeavor to reel in without pulling so hard as to break the line. Often it is necessary to bring the rod up slowly toward the perpendicular, being careful not to break it, and then lower it again, taking in the slack as you do so. After several minutes of this slow work, when you have the fish fairly close to the boat you will hear a buzz-z-z from your reel as the fish makes a dash for liberty taking several hundred feet of line with him. Then you start in to bring him up alongside the boat again by the same slow process. Sometimes you will play the fish this way for half an hour, fearing every minute that you are going to lose him. When he is at last safely flopping inside the boat your muscles and back are sore and your thumbs are numb, but you will thrill with the pride of having beaten one of the kings of the deep in his own bailiwick. The chief thing to remember, once a fish strikes, is to keep the line always taut without breaking it. If a fish can get a start on a slack line he is almost sure to break loose, whereas a constant pull on his nose, no matter what direction he swims or where he leaps, will wear out the strongest and gamiest fish that lives.

VARIETIES

The following named fish are all plentiful in Florida waters:

Spanish Mackerel run in schools in the channels. They are not especially gamey but make a delicious dish when broiled fresh from the ocean. Their average weight runs from three to twelve pounds.

Barracuda, a long thin fish with large sharp teeth and a projecting lower jaw. This vicious monster is called the tiger of the seas. Often as you bring in an exhausted fish on a line a barracuda will slip up and bite off all but the head before you can get your fish in. They are a fast, hard-fighting fish and abound along the reefs at all times. Their weight runs up to sixty pounds.

Amberjack are taken every month of the year, the winter months being the best. They weigh up to 100 pounds and are taken trolling with cut bait or still fishing with live grunts. Schools of amberjack are often raised and if one jack is kept in the water the rest of the school will not leave the spot and, unless tackle is broken, an angler can catch seven or eight before losing the school. They favor the reefs and especially sunken wrecks and deep rocks.

Tarpon, although said to be of the herring family, are the strongest, largest, and gamiest of Florida

fish. They are taken occasionally during the winter months but are most plentiful during May and June when they are also more likely to take bait than earlier in the season. The best bait is cut mullet trolled along the channels. The tarpon strikes hard and fights sometimes for hours, leaping out of the water and shaking his mouth and whole body in his endeavor to get rid of the hook. He is never taken until thoroughly exhausted after a battle royal. Tarpon weigh from anywhere between twenty to two hundred pounds.

Kingfish have been taken weighing sixty-five pounds but the average is between twenty and thirty pounds. They are considered one of the gamiest fish in Florida waters as well as a fine food fish. They run in schools and are taken trolling with cut bait and at times will take a lead squid or a spoon.

Wahoo, called Peto in the Bahamas and sometimes queenfish, is another gamey, hard-fighting fish and is taken during the winter months. They weigh up to one hundred pounds in the Bahamas, but seventy-five pounds is the largest ever recorded in Florida.

Grouper is a slow but tenacious fish abounding along the reefs. They weigh up to sixty or seventy pounds and make an excellent fish chowder.

Jewfish is a great ugly fish with a projecting

lower jaw. They have been caught weighing as high as 350 pounds.

Sailfish are taken in Florida every month of the year, but February and March are the best. They range up to ninety pounds in weight and over eight feet in length and are taken trolling along the edge of the reefs and in the Gulf Stream. Cut bait is generally used but they are occasionally taken on live grunts. In fishing for sailfish the drag is thrown off. When he strikes he is allowed to run fifty or a hundred feet before the drag is thrown on in order to let the hook become firmly lodged in his mouth. His mouth is so tender that the hook will pull out if jerked immediately when the fish strikes. The sailfish puts up a magnificent fight, leaping high out of the water and landing fifteen or twenty feet away. When in the air his great dorsal fin is spread out like a sail, thus giving him his name.

Bonefish are a small fish taken along the sand flats and in the shallows along the shore. You go after them in a small flat-bottomed rowboat and cast for them, using light tackle. Sea soldier crabs make the best bait. They are taken at the flood of the tide when they are feeding with their heads down searching for crabs and their tails sticking up so that they make a ripple on the surface of the shallow water. The novice had better leave bone-fishing for more experienced fishermen, as they are

considered by most anglers to be the gamiest little fish that swims. Zane Grey once said that if any man ever mastered all other fish so that their capture no longer excited him he could then devote himself to bonefishing with the assurance of a renewed interest. They have been taken in the vicinity of Long Key weighing over twelve pounds but average only about four or five pounds.

Crawfish is a shellfish much like a lobster but without the two large claws. When cooked they are so much like lobster that few people can tell the difference. They are taken chiefly with a lantern and small boat at night when they crawl onto the shallow flats to feed. The native fishermen also get them in the daytime when they hide under rocks and coral formations in the channels between the keys. They use a glass-bottom bucket and a long pole with two prongs on the end of it, called a grange. One man keeps the rowboat over the rock where the crawfish are supposed to be while the other hunts them out with the glass bottom bucket and spears them, a feat of considerable dexterity.

A few of the hundreds of varieties of fish found in Florida waters are :

Ballyhoo	Porpoise
Trigger fish	Dolphin
Channel bass	Devil fish
Moon fish	Catfish
Bonita	Whip ray

Hammerhead shark	Cero
Snook	Sea cucumber
Moray	Mullet
African pompano	Stingaree
Snappers	Leopard shark
Green gar or Needle fish	Caballa
Portuguese man of war	Pompano
Toad fish	Mutton fish
Sergeant fish	Shrimp
Sheepshead	Sawfish
Angel fish	

Fresh Water Fishing

The many streams and lakes in the interior of the state offer an abundance of fresh water fishing. It is claimed by experts that the fresh water fish of the South take the bait a little more slowly than those of the North, but once they have taken it they put up fully as game a fight. Florida fresh water fish include bream, black bass, small-mouthed bass, many varieties of trout, pickerel, catfish, grinnel, and other species.

Fishing Guides

Just a few words more in favor of the droll, talkative, and almost amphibious specimen of southern waters—the native fishing guide.

Naturally almost everyone who goes fishing in Florida has had more or less experience at fishing elsewhere—some for salmon in Alaska—some for muskelonge on the Great Lakes—some for various

kinds of bass in the different states, etc. Having had this experience, many men are inclined to feel that they do not need any assistance or advice when they go fishing in Florida—that they “know how to fish.” But the feeling among the best amateur fishermen, including many who have fished in Florida waters for years, is that it pays to take a native guide along with you. His price may at first seem high to you, but after watching his work for a while you will be very likely to change your mind about his usefulness. He will know where to go for any particular variety of fish, what kind of bait to use, the size and shape of hook to put on, and will probably tell you more about fishing in one day than you ever knew. When you return in the evening with a good catch of several varieties and meet the guideless fishermen coming in with few or no fish, I believe that you will agree with me that your guide was a good investment.

(For the material on fishing the author is indebted to his father and to Mr. George G. Schutt, Secretary of the Long Key Fishing Club.)

Hunting

Game is varied and abundant in Florida, especially in the central part of the state and in the swamps and Everglades at the Southern end of the peninsula. Wild turkey, quail, woodcock, grouse, pigeons, plover, snipe, and ducks are to be had along the

headwaters of the rivers and through the Lake Country. In the hammocks and marsh lands are deer, wildcats, raccoon, rabbits, squirrels, gophers, and weasels. Much of this shooting can be done best from small boats. Fort Myers and Punta Gorda make good starting places for hunting trips into the Big Cypress country, where much of the big game of Florida is to be found.

Not many *alligators* are left in Florida except where they live in preserves, but once in a great while you will come across one along the headwaters of streams in the back country. They like to sun themselves on the banks and their slides into the water are easily discernible. They feed on fish, turtles, birds, water turkeys, and the young of their own species. It is said that when very hungry they even eat pine wood, but they can get along for days without feeding. The skin is exceedingly tough; a shot to penetrate must hit the eye or one of the joints. *Crocodiles* live in salt water around the mangrove swamps, where they are able to hide themselves very effectively.

An animal little heard of outside of Florida is the *manatee*, or sea cow, a large, thick-skinned amphibian, living in the water but coming to the surface to breathe. It has a small head with a muzzle like a cow, and a full set of teeth with which it munches on marine grasses. Its broad, flat tail is used for

swimming, but its front flippers, which terminate in small hands with nails on the ends, are practically useless. Like the hunting of the alligator and crocodile, the shooting of the manatee is now prohibited.

The usual hunting licenses are required in Florida. The man who has not done any hunting in the state will do well to hire an experienced guide because many of the conditions differ materially from those in the North.

Yachting

Florida waters have become the winter mecca of the yachtsman. The long inland waterway from Jacksonville to Miami on the East Coast takes the yachtsman past St. Augustine, Daytona, Cocoa, Fort Pierce, Palm Beach, Fort Lauderdale, and many other interesting stopping places at most of which there is good anchorage and easy access to water, gasoline, and supplies.

From Miami south there is a beautiful trip along the keys to Key West or around Cape Sable to the West Coast. Along the West Coast one passes Naples, Fort Myers, Boca Grande, Sarasota, and reaches St. Petersburg or Tampa. Everywhere there are good harbors and protected inlets where the yachtsman may seek shelter in case of storm.

The shallower the draft the more serviceable the

boat is for Florida waters. The canals and channels of the East Coast are not kept very well dredged out and a boat drawing over four feet is constantly grounding at low tide. By watching the weather a light draft boat can go all the way up the West Coast to St. Petersburg or Tampa without danger or discomfort. There is so much shallow water all along the keys that it is much better to have a native captain or guide aboard in going from Miami to Key West or to the West Coast. Besides, only the natives know where the fish are, and deep sea fishing is half of the sport of a Florida cruise.

There is very little sailing in Florida on account of the shallow water. The motor boat races held in Miami in March are the only yachting events of importance.

Golf, Tennis, Etc.

The naturally flat terrain of Florida does not make it a place for difficult courses, but since it has become the winter playground for so many people, every hamlet in the state has laid out a golf course. Many of these small courses have sand greens which are a novelty to the northern golfer. The better courses have grass greens and have been worked on by experts to make them as good as any courses in the country. It is possible for the tourist to play almost any of the courses by paying a greens fee. By ask-

ing the clerk at the hotel where you stop you can always find just what procedure is necessary to get a visitor's card.

Almost every resort hotel has several tennis courts and excellent tournaments are held during the winter.

Horseback riding is popular along the wide beach at Daytona Beach, at Winter Park, Jacksonville, Belleaire and elsewhere. Polo is a leading sport at Miami Beach and at Coral Gables.

Swimming

Swimming is of course indulged in by almost everyone, especially at the resorts of South Florida. In the various pools there are swimming and diving contests, greased pole and water-sport exhibitions.

The ocean beaches on the East Coast and the gulf beaches on the West Coast are especially clean and inviting. The water is clear and warm. As there are no factory towns in the state the crowds on the beaches are neater and better behaved than at many of the beaches in other parts of the country. Altogether swimming is a sport that can be enjoyed to the full in Florida day in and day out under ideal conditions.

VI

CITIES, RESORTS, AND POINTS OF INTEREST

In the following pages are descriptions of the chief resort cities and points of interest in Florida. They are not arranged in the form of a tour because no one traveler is likely to visit each of them in turn. The mileage given after the name of each city is the distance to it from Jacksonville, which is the gateway to Florida for most tourists. The numbers given after the hotels show their capacity; the letter "A" stands for American plan, "E" for European plan. The rates given are intended to serve simply as a general guide. For exact rates one should write the hotel in advance. The steamships and automobile bus schedules are, of course, liable to change at any time. It is likewise important to remember that only a few of the larger hotels are listed under each city in this volume because of limitations of space. In every town there are many smaller and less expensive hotels that are not listed. There are, besides, many apartments and attractive boarding and rooming houses. Many high-class and well-to-do families help cut the cost of their winter sojourn in Florida by renting a room or two to people whom they feel will not prove objectionable.

THE NORTHERN PART OF THE STATE

This is a rolling country a good deal like southwestern Georgia, having the highest elevation of any part of the state. It is more of a farming and livestock region than a resort country. Pecans and figs are grown and there are some peach orchards. In the western part is a cotton and lumbering section. Much of Florida turpentine comes from the pine forests of the northwest.

JACKSONVILLE

(Estimated population 130,000. 1145 m. from New York; 1482 m. from Chicago)

RAILROADS

Atlantic Coast Line, Seaboard Air Line and Florida East Coast Railroad. All arrive and depart from Union Station.

STEAMSHIPS

Clyde Line to New York from Pier 1, foot of Liberty St.—sailings Mondays, Wednesdays, and Saturdays. One-way fare, including berth and meals, is \$36.54 and up.

Clyde-St. John's River Line to Palatka, Deland, and Sanford. Steamer leaves Liberty Street pier at 4:00 p.m. every day except Sunday, due at Sanford at 11:00 a.m. the following morning. Returning steamer leaves Sanford at 12:15 noon and is due at Jacksonville at 7:00 a.m. the following morning.



By courtesy of H. D. Grant.

Fares, Jacksonville to Deland Landing—\$5.63 one way; to Sanford—\$7.57 one way. This includes berth and meals.

Merchants & Miners Line to Baltimore and Philadelphia via Savannah, Georgia. Time to

Baltimore, 62 hours, two sailings a week; to Philadelphia, 66 hours, two sailings a week.

AUTO BUS LINES

Florida Motor Transportation Co., 204 West Monroe Street, to Daytona—Fare \$4.50. Bus leaves Jacksonville at 7:00 a.m., arrives St. Augustine 10:30 a.m. Allows time for sightseeing, leaving there at 1:00 p.m., arrives at Daytona 4:00 p.m.

To Miami—Fare \$12.50. Bus leaves Jacksonville at 8:00 a.m., arrives Cocoa at 5:30 p.m. (overnight stop at Cocoa House, \$4.00 including meals) Leaves Cocoa at 8:00 a.m., arrives Miami 5:30 p.m.

To Tampa.—Fare \$11.35. Leaves Jacksonville 8:00 a.m., arrives Orlando 5:00 p.m. (overnight stop). Leaves Orlando 8:00 a.m., arrives Tampa 12:40 p.m.

HOTELS

The best known hotel in Jacksonville is the Windsor. E—250—\$3.00 up. It occupies an entire block facing Hemming Park in the center of the city.

Other prominent hotels are the Mason, E—250—\$3.00; Seminole, E—200—\$2.00; Aragon, E—130—\$2.00; Windle, E—125—\$1.50.

GOLF COURSES

The Florida Country Club (eighteen holes), one of the oldest courses in Florida, has grass greens and water hazards.

The Municipal golf course, (eighteen holes, grass greens) is about two miles and a half north of the city near the Fair Grounds. It was just completed for the season of 1924 and was laid out by Donald Ross.

Jacksonville, the county seat of Duval County, is the metropolis of the state. Besides being the rail-

road center and gateway to Florida from the North, it is the most important seaport on the south Atlantic coast. Incidentally, it may be mentioned that Jacksonville is the farthest west of any port on the Atlantic seaboard. It is almost directly south of Cleveland, Ohio.

The city is situated twenty miles inland on a ford of the St. John's River. In Indian times it was a famous meeting ground between the Florida tribes and those from the North. The Indians named it Wacca Platka, meaning "Cowford," which was also the name given it by the early white settlers. In 1816 a certain Lewis Hogan married a Spanish widow, Doña Maria Suarez, who had a grant of two hundred acres upon the present site of the city. Shortly after their marriage they moved onto the grant and started a ferry across the river. In 1822 an inn was opened and a little settlement sprang up. In 1833 the town was incorporated and named Jacksonville for General Andrew Jackson, who was not only a national hero but who had fought in Florida and had been its first governor.

During the Seminole war Jacksonville was a place of refuge for fugitives from other parts of the state. During the Civil War it was taken four times by Federal troops, who held it when the war ended.

In May, 1901, there was a great fire which de-

stroyed some 2600 buildings with a loss of over \$15,000,000. Since then the burned section has been rebuilt with finer and more permanent buildings.

It is to-day one of the busiest and most progressive cities in the South. With the rapid development of Florida in the last few years, Jacksonville has grown prodigiously. Its population in 1900 was about 28,000; in 1910 it was 57,000; in 1920 it was 91,000; and is now over 100,000.

One of the points of interest for the tourist is the **Alligator and Ostrich farm** in South Jacksonville. It is claimed to be the only ostrich farm in America. Another is the **Talleyrand Place**, once the home of a Marquis de Talleyrand, who married a Boston girl and settled in Jacksonville, where he entertained lavishly until his funds ran out, when he left hurriedly.

EXCURSIONS

(1)—Up the St. John's River to **Green Cove Springs**—a pleasant one-day trip by boat, bus, or automobile. The boat leaves every day except Monday. On the way you pass Orange Park, a suburb of handsome residences situated on a bluff overlooking the river and "Mandarin," the former home of Harriet Beecher Stowe, author of Uncle Tom's Cabin. Mandarin is a rambling old house with its veranda built around a huge oak tree. It

was here that Mrs. Stowe wrote her book about Florida, "Palmetto Leaves." The Green Cove Springs themselves are sulphur mineral, much praised for their health-giving qualities. The swimming pool, casino, and hotel (The Qui-si-Sana) are designed in Old Mission Spanish architecture. Green Cove Springs is an old and well-known resort.

(2)—**Pablo Beach** and **Atlantic Beach**, twenty miles from Jacksonville, are reached by the F.E.C. railroad or by fine automobile roads. These are two fine clean beaches. During January and February the water here is likely to be a little chilly, but the rest of the year the bathing is splendid.

FERNANDINA

(Estimated population 4500)

RAILROADS

Seaboard Air Line.

HOTELS

The Keystone.

Fernandina is the only Florida city north of Jacksonville. It is the greatest shrimp shipping point in the United States. A fleet of several hundred boats is engaged in this industry. The country about Fernandina is particularly adapted for the cultiva-

tion of figs and fig culture is growing every year. The city has an excellent harbor and a beach fourteen miles long. Just north of the present city on the Amelia River is **Old Fernandina**, whose history goes back almost as far as that of St. Augustine.

LAKE CITY

(Estimated population 4000. 58 m. from Jacksonville)

RAILROADS

Seaboard Air Line and Atlantic Coast Line. (Georgia Southern and Florida.) Fare from Jacksonville, \$2.13.

Lake City, county seat of Columbia County, is west of Jacksonville on the way to Tallahassee. It is on the National Highway and the Old Spanish Trail (auto routes into Florida) The section where it is located is out of the tourist region in a farming and livestock country. The town itself is 213 ft. above sea level on one of the highest plateaux in Florida and is surrounded by fifteen lakes. The climate is pleasant and healthful the year round and for this reason the government has established a large hospital (Number 63) in Lake City for the care of disabled soldiers. A nine-hole golf course is being laid out by the city.

TALLAHASSEE

(Estimated population 8600. 165 m. from Jacksonville; 204 m. from Pensacola)

RAILROADS

Seaboard Air Line and G.F.&A. Fare from Jacksonville, \$5.94.

HOTELS

Leon and Cherokee.

GOLF COURSE

There is a nine-hole golf course open to tourists.

Tallahassee is the capital of the State of Florida. Its site was chosen in 1823 as a compromise between Pensacola and St. Augustine, somewhat as Washington was chosen as the National Capital by a compromise between the Northern and Southern States. Until a few years ago it was a delightful old Southern town situated on a hill, with beautiful shaded roads and fine old houses shut off from the road by shrubbery and vines. It has recently been hit by the Florida boom and has acquired real estate additions, paved streets, and sidewalks, so that it has lost much of its former charm. It is chiefly famous as the one-time residence of Prince Murat, who came to America after the fall of Napoleon, married a

beautiful Virginia girl, and settled on a plantation just outside of Tallahassee which he named "Lipona" for his mother, the Countess Lipona. The Murats left Tallahassee for Belgium, where he attempted to get into the diplomatic service. The powers did not look with favor on one who had been so close to the emperor and he withdrew to London, where both he and his princess were very popular. After Murat's death, when Napoleon III became emperor of France he sent for his pretty American cousin to come to Paris, where she was prominent in the court of the Second Empire for a time. She soon tired of it and returned to Tallahassee, where she died in 1866.

The *Florida Female College* occupies a site overlooking the city. Other important public buildings meriting a visit are the *State Capitol*, of severe Grecian architecture, the Leon County Court House, and the State Library.

Near Tallahassee are the **Wakulla Springs**, supposed to possess certain health-giving properties. Near by also is the so-called "Wakulla Volcano," a swamp from which smoke has been seen to rise and from which natives claim to have heard strange mutterings. **Bellair**, six miles south of town, was a fashionable pleasure resort for wealthy planters before the Civil War, but has long been in ruins.

PENSACOLA

(Estimated population 55,000. 369 m. from Jacksonville)

RAILROADS

Louisville & Nashville R.R., reaching Cincinnati, Memphis, New Orleans, and Jacksonville. Fare to Jacksonville—\$13.29. M.S.B.&P.R.R. and P.M.&N.O.R.R.

HOTELS

At Pensacola—San Carlos, E—\$2.00 up; Manhattan, E—\$1.00 up; Merchants', E—\$1.00 up.

At Newport—Floroso Inn, A—\$4.00 up.

At Camp Walton—Harbeson, A—\$4.00 up; Indianola Inn, A—\$3.00 up; Bay View, A—\$3.00 up.

At Lillian—Hotel Lillian, A—\$3.50 up.

At Valparaiso—The Inn, A—\$4.00 up.

GOLF COURSES

The Pensacola Country Club grass greens, is being increased to eighteen holes. Rates for visitors are \$1.00 per day, \$5.00 per week, \$12.00 per month.

The Valparaiso Country Club has a nine-hole course with grass greens.

FISHING

Both salt and fresh water fishing, including Sea Bass, Trout, King Mackerel, and other deep sea fish; and Bream, Lake Trout, and Bass in fresh water streams.

Pensacola is a busy industrial city as well as an important and growing port with a natural deep water harbor on the Gulf of Mexico. Its industries include Dry Docks; Foundries; Machine and Boiler Shops; Lumber Mills; Chemicals, Paints and Naval Stores; Cotton Compresses; Fertilizers; Cottonseed Oil and Creosote; Pottery, Brick and Handle Factories.

At Pensacola is the **Pensacola Naval Air Station**, possibly the largest air training station in the country. At Corry Field is a municipal landing station also used by the navy.

Fort Barrancas, headquarters of the Fourth Corps Area of Coast Artillery, forms with Fort Pickens one of the chief defenses along the Gulf Coast. Its equipment for modern warfare includes large disappearing guns, anti-aircraft artillery, etc.

The beginnings of Pensacola go far back in Florida's history. It has been claimed that the first settlement in the United States was made here and later abandoned. Its known history dates from the building of Fort San Carlos by the Spaniards in 1696. From this time until the two Floridas were joined under United States rule it was the capital and metropolis of West Florida. During its long history it has been governed under five flags—Spanish, French, English, Confederate, and United States. Points of historic interest include **Fort San**

Carlos (1696), Fort George, Seville Square, and the Plaza Ferdinand, where the formal transfer of West Florida from Spain to the United States took place. During the summer of 1925 the Florida land rush started toward Pensacola which is now developing rapidly both as a resort and as an industrial city.

GAINESVILLE (Alachua County)

(Estimated population 10,000.)

RAILROADS

Atlantic Coast Line and Seaboard Air Line.

AUTOMOBILE BUSES

Regular service to Jacksonville via Lake City or Starke, also to Hawthorne and Ocala. The Blue Line Bus from Jacksonville to St. Petersburg makes a stop at Gainesville.

HOTELS

White House A—150—\$3.00 up; Graham E—80—\$1.50 up; Arlington A—60—\$2.50 up; Imperial A—60—\$2.50 up.

GOLF COURSES

Gainesville has a nine hole course over rolling country with its clubhouse situated on a bluff overlooking the links. Rate per season \$50.00.

Gainesville is the home of the University of Florida with approximately 2,000 regular students during the winter term. In the summer there are about 1,200 normal students. Courses given include Engineering, Pharmacy, Medicine, Law Agriculture, and Teachers' courses. Points of interest in the vicinity of Gainesville which are worthy of visiting are Micanopy, a small town on the Dixie Highway claiming to be as old as St. Augustine; Devil's Millhopper—one of the largest sink holes in the state, beautifully wooded and full of underground springs; Warren's cave never fully explored and full of underground streams; and Bower Springs from which Gainesville obtains its water supply.

OCALA (Mario County)

RAILROADS

Seaboard Air Line and Atlantic Coast Line.

AUTO BUSES

Florida Blue Line from Jacksonville to St Petersburg stops at Ocala. Another bus runs to Orlando.

HOTELS

Harrington Hall E—75—\$2.00 up; Colonial House A—50—\$3.00; Ocala House E—7—\$1.50 up.

GOLF COURSES

Ocala has an exceptional nine hole course.

Ocala is in the center of the phosphate mining district of Florida. Excursions may be made to the phosphate and lime mines; to Weir Lake; to the box crate factories; and to the Poultry Farm. Besides the Silver Springs and Blue Springs there are numerous grottoes and caves in the vicinity.

THE ST. JOHN'S RIVER COUNTRY

The trip up the St. John's River to Palatka, Deland Landing, and Sanford has long been a favorite with tourists. (For details of sailings see steamship routes from Jacksonville.)

The St. John's River is the principal river of Florida and the only important river in the United States that flows north. At Jacksonville it is about three miles wide and flows sluggishly as it drops only seventy feet in a hundred miles. For a long ways upstream from its outlet in the Atlantic Ocean it is much affected by the tides. Farther upstream the river narrows and passes through some beautiful country.

Along the banks are jasmine, oleanders, live oaks, and great high palms with tall smooth trunks rising above the other foliage. The water near the shore is bright with water hyacinths. At night the steamer throws a searchlight on the banks. Above Palatka the river widens into Lake George, and still farther at Sanford into Lake Monroe. The banks are low and part of the run is through the flat low-lying pine land that makes up such a large part of Florida. In former years much of the produce of central Florida

came down to Jacksonville by way of the St. John's River, and it is still important commercially. Most of the pine land in this section has been cut over once and is covered with a straggly second growth which is very gradually giving way to farms.

The automobile tourist through this section will pass miles of dead trees hung with Spanish moss. Often the road is built on a fill through a half swamp. Occasional groups of abandoned shacks mark former lumber camps. The automobile trip from Daytona to Deland, especially, presents rather a dreary picture to the northerner who has pictured Florida as a Promised Land of sunshine, flowers, and prosperity. But improvements are constantly made.

A part of this section, however, has been settled a long time and the tourist will see old-established orange groves and many prosperous truck farms.

The fresh water fisherman and the amateur duck hunter should plan to spend some time on the lakes at the headwaters of the St. John where fish and small game are plentiful.

PALATKA

(64 m. from Jacksonville on the St. John's River)

RAILROADS

Georgia Southern & Florida, Atlantic Coast Line, and Florida East Coast. Fare from Jacksonville, \$1.97.

BOATS

Clyde, St. John's River Line north to Jacksonville; south to Sanford.

Silver Springs Transportation Co. up the Ocklawaha to Silver Springs and Ocala. Steamer leaves Palatka Tuesday, Thursday, Saturday at 7:00 a.m., arrives Welaka 9:30 a.m.; arrives Silver Springs 7:10 p.m. Fare, \$10.00 one way, includes auto from Silver Springs to Ocala and trip in glass-bottom boat. (Season Jan. 15 to Apr. 15.)

HOTELS

Hotel Martin, E—100—\$2.00; Hotel James, E—50—\$1.50.

Palatka is a railroad center and shipping point. It boasts a 200-acre camphor plantation, the only one in the United States. Camphor gum is extracted from the leaves and twigs of the plant.

THE OCKLAWAHA TRIP

The boat trip up the Ocklawaha from Palatka to Silver Springs (25 m.) makes a most worth-while excursion. The river is narrow and winding, the steamer almost touches the banks on either side in its constant turning. On the banks close at hand are cypress and long leaf pine hung with Spanish moss. The boat passes Fort Brooke and Osceola's Old Field, the latter supposed to have been the home of the Chief Osceola before the Seminole War. He is

the chief whom the American troops captured by trickery and imprisoned at Fort Marion (see St. Augustine).

The Silver Springs to which the boat takes you are the outlet from an underground river that discharges 300 million gallons of water a day. The largest Spring is 200 feet wide and 85 feet deep. The water rushes up through fissures in the rocks, keeping the sand at the bottom in constant agitation. It is wonderfully clear and transparent to the bottom. Through the glass bottoms of the boats fish, stones, and water mosses can be seen as plainly as though the boats were suspended in the air. The Springs have been a drinking place for ages. The bones of whales and other animals ranging back to prehistoric mastodon have been found near the opening known as the Bone Yard.

PONCE DE LEON SPRINGS

(99 m. from Jacksonville, near the St. John's River)

RAILROADS

Atlantic Coast Line.

This is a clear bubbling Spring which has been rimmed with cement, making a large pool with bath-houses, high diving platform, etc. The water runs

THE ST. JOHN'S RIVER COUNTRY 75

out from the pool over rocks forming cascades into a larger lake. The Ponce de Leon Springs Hotel is an attractive Spanish building built at the edge of the pool. The station is half a mile away.

DELAND

(Estimated population 7,500. 113 m. from Jacksonville)

RAILROAD

Atlantic Coast Line. Fare from Jacksonville, \$3.84.

BOAT

St. John's River Line to Jacksonville leaves Deland Landing at 3:45 p.m., due Jacksonville at 7:00 a.m. Fare \$5.63, includes meals and berth.

AUTOMOBILE BUSES

Leave about every hour for Sanford and Orlando. There is one bus a day for Tampa and one for Jacksonville. There are hourly busses to Daytona. Fare \$1.50. This last makes a convenient connection for anyone going to Palm Beach or Miami.

HOTELS

College Arms, A—250—\$7.00 up, with its own golf course; new Hotel Putnam (1923), A—250—\$6.00 up; Eastwood Terrace, A—60—\$5.00 up; Inglehart Inn, A—75—\$4.00 up.

GOLF COURSES

College Arms course (eighteen holes, grass greens), open to all winter visitors; Deland Country Club (eighteen holes), a newer course.

Deland is known as the "Athens of Florida." It is the site of the John B. Stetson University, founded 1887. (45-acre campus, 500 students, art gallery, normal school.) It has a million-dollar endowment from Mr. Stetson, the hat manufacturer.

Deland itself is a pleasant city with well-shaded streets. It has an older, more settled appearance than some of the mushroom-like cities on the coasts.

From Deland one passes through **Orange City** and **Enterprise** on Lake Monroe to Sanford.

SANFORD

(125 m. from Jacksonville)

RAILROAD

Atlantic Coast Line. Fare to Jacksonville, \$4.49.

BOAT

St. John's River Line to Jacksonville leaves Sanford 12:15 noon, due Jacksonville at 7:00 a.m. Fare, \$7.57, includes berth and meals.

There are no tourist hotels.

Sanford is in the center of the celery-growing district of Florida. Within a few miles of the city

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are acres and acres of celery which are irrigated by flowing wells bored only twelve to twenty feet rows. As it grows it is protected and whitened by binding each row with long strips of brown paper. In 1925 Florida shipped north approximately 10,000 carloads of celery most of which came from this region.

Below Sanford are the headquarters of the St. John's River in Great Sawgrass Lake. During the winter months myriads of duck and snipe migrate to these waters and the adjacent lowlands. In the forests on either side are quail and turkey in abundance. In the waters of the rivers and the lakes at its source are black bass, small-mouthed bass, pickerel, catfish, grinnel, and perch of many varieties.

EUSTIS

(Estimated population 3,000)

RAILROADS

Atlantic Coast Line. Seaboard Air Line has a junction nearby.

HOTELS

Fountain Inn. A or E—250—\$5.00; Grand View, A or E—100—\$3.00; La Villa, A or E—60—\$3.00.

GOLF COURSES

Lake Country Club, eighteen holes, is known as one of the sportiest courses in the state. Greens fee \$2.00 per day.

Eustis is situated in the highest part of Florida in a region of lakes and waterways. Boating, trap shooting, bass fishing, hunting are all within reach of the sportsman. There are band concerts on the square and dances at the hotels. It is the training quarters for the Baltimore Orioles. Among the prominent winter residents are Frank D. Waterman, president of the Waterman Pen Company who built the Fountain Inn; Frank Mulholland of Toledo; J. R. Nutt, president of the Nickel Plate Railroad; and J. R. Nutt, former president of the International Rotary Clubs.

THE LAKE COUNTRY

Through the center of Florida lies a ridge of low hills dotted with thousands of tiny lakes. Almost every valley has a body of water in it. The majority of Florida's thirty thousand lakes are in this region.

There are 1400 lakes in Lake County and 1700 lakes in Orange County, of which the largest is Apopka on the western border of Orange County. These lakes are fed from underground springs which seem to be connected in some way, because very often when the water of one lake rises there will occur a simultaneous fall in the water of another lake. For this reason the natives maintain that the whole area is made up of a crust of land over a great underground body of water. All of these lakes are well filled with fish. Florida black bass take the hook more slowly than Northern bass, but once they have it they put up a game fight.

The elevation of this region is higher than most of Florida and the rolling nature of the country insures drainage. The high pine and hammock land makes good citrus grove land so that this region is famous for its oranges and grapefruit. The fruit

trees seem to be set farther apart here than on the East Coast and are certainly better kept. Near the lakes is muck land where vegetables are grown.

The region has many pleasant resort towns. Besides those mentioned in the following pages there are Eustis, home of the Presbyterian College; Mount Dora; Altamonte Springs, with a nine-hole golf course; Winter Garden, on Lake Apopka, with the eighteen hole course of the West Orange Country Club.

WINTER PARK

(143 m. from Jacksonville)

RAILROAD

Atlantic Coast Line.

HOTELS

Seminole Inn and Alabama Hotel—both on Lake Osceola.

GOLF COURSES

Opposite the Seminole Inn is the beautifully laid out and well kept up eighteen-hole golf course (grass greens).

Winter Park is one of the oldest and best known resorts in Florida. The cottages are surrounded

with tropical shrubs: oleanders, hibiscus, poinsettias, and bignonia vines.

Rollins College, non-sectarian, founded in 1885, overlooks Lake Virginia. It is an institution of high standards with an academy, collegiate department, school of music, fine arts, domestic and industrial arts.

ORLANDO

(Estimated population 25,000. 148 m. from Jacksonville; 62 m. from Tampa)

RAILROADS

Atlantic Coast Line and Seaboard. Fare to Jacksonville, \$5.28.

AUTOMOBILE BUSES

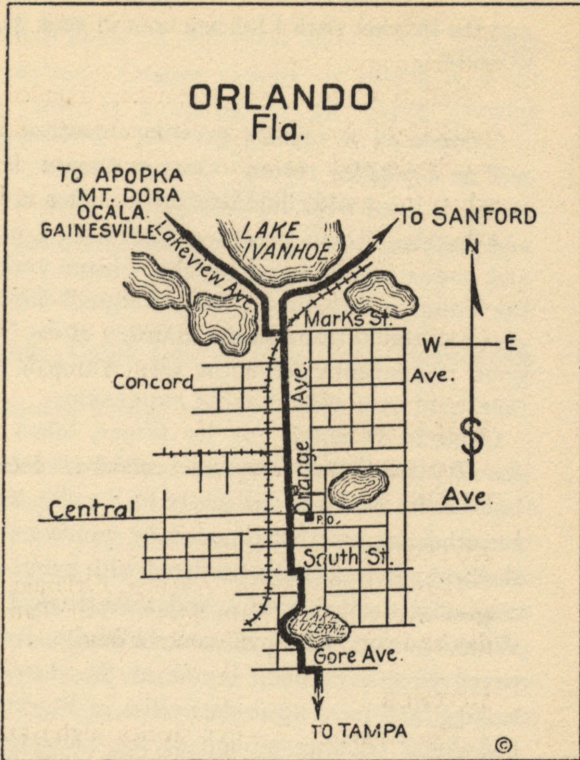
Leave West Central Avenue, Orlando, for Daytona every hour. Fare \$3.50. For Tampa once a day and for Jacksonville once a day.

HOTELS

The Angebilt, E—(11 stories high) and the San Juan Annex, E—(9 stories high) are both in the center of the business district and both are new. The Wyoming, A—and the Lucerne, A—(on Lake Lucerne) are resort hotels.

GOLF COURSES

The Orlando Country Club (eighteen holes, grass greens) is a mile and half from the center of town.



By courtesy of H. D. Grant.

The fairways are rolling—A bathing pavilion has recently been added—"Dubsdread" is a new stag course of eighteen holes said to be especially sporty.

The West Orange Country Club at Winter Garden

and the Winter Park Club are both in easy motoring distance.

Orlando is a rapidly growing business city as well as a popular resort. Orange Avenue, its main street, is lined with fine new stores, office buildings, and hotels. Lawn bowling, horse shoe pitching and roque are enjoyed by the winter visitors at the Tourists Sunshine Club. Frequent dances are given at the hotels and the country clubs. Twelve good restaurants serve the city which is on the threshold of a considerable expansion.

Orlando is noted for its fifteen lakes within the city limits and hundreds within a few miles. Lake Eola, almost in the center of the city, and Lake Lucerne, are both surrounded by handsome houses shaded by live oaks and bordered with palms, laurels, magnolias, bougainvilleas, and semi-tropical shrubs. With its many lakes, its new buildings, its shaded paved streets, Orlando is one of the cleanest, best looking, and most up-to-date cities in Florida. It is the winter training ground of the Cincinnati Reds major league ball team. It is on the main highway from Daytona to Tampa and a road is just being completed from Orlando to Titusville on the East Coast, opening January, 1925. This will be a great help to motorists from the West Coast going to Palm Beach and Miami.

Orlando holds an enjoyable State Floral Pageant every winter. Orange County, of which it is the county seat, is a center of the citrus growing industry.

KESSIMMEE

(165 m. from Jacksonville; 45 m. from Tampa)

RAILROAD

Atlantic Coast Line. Fare from Jacksonville, \$5.93.

No tourist hotels.

Kissimmee is the county seat of Osceola County. It is sixty-five feet above sea level on the southern end of the ridge that runs north and south through the center of the state. From Kissimmee south the land slopes down to the Everglades and swamps. This is an excellent hunting and fishing country. There is a sand road from Kissimmee to Melbourne on the East Coast, but autoists are advised to go on up to Orlando and take the new road to Titusville.

HAINES CITY AND LAKE ALFRED

These are neat, good-looking, well-kept cities. Each is surrounded by orange and grapefruit orchards which cover the surrounding hills. There is a network of fine paved roads through this county

(Polk). The buildings are new, the orchards are well cared for. The occasional lakes are dotted with trim cottages. Everywhere there is evidence of prosperity and progress.

WINTER HAVEN

(Estimated population 6,000.)

RAILROADS

Atlantic Coast Line and Seaboard Air Line.

HOTELS

Florence Villa, A—145—\$10.00 (located in a large grove); Haven, A—132—\$8.00 up.

GOLF COURSES

Lane Region, eighteen holes, \$2.00 per day; Florence Villa, nine holes, \$1.50 per day.

Points of interest near Winter Haven include one hundred lakes, the largest packing house in the state, sixteen canals and the Inman monument. Beyond Winter Haven is **Bartow** (Oaks Hotel, new eighteen hole golf course) a growing city of considerable commercial possibility.

SEBRING

(Estimated population 3000. 235 m. from Jacksonville; 47 m. from Haines City)

RAILROADS

Atlantic Coast Line and new West Palm Beach branch of the Seaboard Air Line.

HOTELS

Kenilworth Lodge, A & E—250—\$9.00 up;
Arrowhead Hotel, A—50—\$4.50 up; Nan-cs-O-
Wee Hotel, A—60—\$4.00 up.

GOLF COURSES

Kenilworth Lodge maintains an eighteen-hole course, with grass greens, length 6300 yards, charge per day, \$3.00.

Lake Jackson, on which Sebring is located, is a picturesque body of water five miles long and three miles wide, which affords opportunities for fishing, boating, etc. Deer, turkey and quail are found in the vicinity. A little northwest of Sebring is **Avon Park** in the ridge country of small lakes and citrus fruit groves.

From Sebring the new road of the Seaboard Air Line runs through Okeechobee to West Palm Beach.

LAKE WALES

(Estimated population 3,100)

RAILROADS

Atlantic Coast Line and Seaboard Air Line.

AUTO BUSES

Marsters' and South Florida Bus Line.

HOTELS

Hotel Wales, A—100—\$5.50 up; Lakeview Inn, A—75—\$3.50 up.

GOLF COURSES

Lake Wales Municipal Club, Mountain Lake

Club, Highland Park Club, all eighteen hole courses.

There are 20,000 acres of orange groves within a ten mile radius of Lake Wales; a single row of trees at one point is over a mile long. The **MOUNTAIN LAKE CLUB** owns a reservation which includes Iron Mountain the highest point in Florida according to the U. S. Geological survey—324.9 feet above sea level. On top of the mountain is the Edward Bok bird sanctuary. The homes of the club members which are scattered through the reservation are among the most palatial and artistic in Florida.

(Estimated population 21,700.)

RAILROADS

Five branches of A. C. L.

AUTO BUSES

South Florida Bus Line and White State Line to all points in Florida.

HOTELS

Terrace Hotel, E—300—\$3.00 up; Thelma Hotel, E—240—\$2.50 up; Washburn Hotel, E—100—\$2.50 up.

GOLF COURSES

Lakeland Golf and Country Club, Cleveland Heights Country Club, each eighteen holes. Rates, \$1.50 per day, \$30.00 per month or \$80.00 per season.

THE WEST COAST

The West Coast of Florida is more indented with harbors than is the East Coast, and in most places the land rises higher above the sea level. There are clusters of islands off the coast at various points, but they do not form the regular inland channel which is the chief characteristic of the Florida shore on the Atlantic ocean side.

Tampa Bay is separated from the Gulf of Mexico by Pinellas Peninsula, an arm of high pine land running south from Tarpon Springs, on which the cities of Clearwater and St. Petersburg are located. On the mainland south of Tampa Bay are situated Bradentown and Manatee on the Manatee River and beyond them, Sarasota. Still farther south is Punta Gorda on Charlotte Harbor. From Charlotte Harbor a string of small islands extends down the coast to Punta Rassa and Fort Myers on the banks of the Caloosahatchee River.

The proximity of the Gulf of Mexico makes the climate of the West Coast peculiarly mild and equable during the entire year and particularly enjoyable during the winter season from November to

May. All varieties of tropical fish abound in the inlets and channels surrounding the many islands and peninsulas which extend from Tampa to Cape Sable. This is the most famous tarpon fishing country in the world.

Resorts are of all kinds and classes from little hamlets of modest boarding houses to large cities well supplied with high-class modern hotels. Except at one or two places dress and the parade of fashion probably do not play as important a part as they do at some of the resorts on the East Coast, but the West Coast offers sports and amusements of all sorts:—swimming in the Gulf, golf, tennis, boating, hunting, and especially fishing.

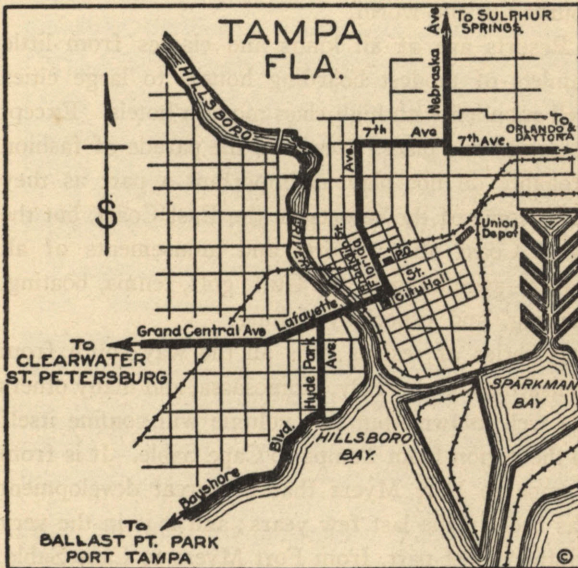
A series of resorts runs all the way south from Pensacola—Cedar Key, Homosassa, and many others are well known—but this volume will confine itself to the region from Tampa to Cape Sable. It is from Tampa to Fort Myers that the great development has been in the last few years; and it is in the very southernmost part, from Fort Myers to Cape Sable, that we may expect the development of the future. This is the real frontier land of America.

TAMPA

(Est. pop. 98,000. 210 m. from Jacksonville)
Jacksonville)

RAILROADS

Seaboard and Atlantic Coast Line. Fare to Jacksonville, \$7.60.



By courtesy of H. D. Grant.

STEAMSHIPS

To New Orleans (Gulf & Southern S. S. Co.):
Sailings—Every Tuesday, 3 p.m., from Tampa; every Saturday, 12 noon, from New Orleans. Time consumed—About 44 hours. Rate—One way, first-class, including meals and berth, \$32.50. Round trip, including meals and berth, \$58.50.

To **Havana, Cuba** (P. & O. Steamship Co.): Sailings—Every Thursday and Sunday, 2:00 p.m. Boat train leaves Union Station at 12:45 p.m. Time consumed—About 28 hours. Rate—One way, \$38.55; round trip, \$63.70; tickets on sale daily with final return limit 90 days from date of sale. These fares include tax, also meals and berth while on steamer. (A. C. L. Railroad Co., Hillsboro Hotel Bldg., city ticket agent.)

To **Key West, Florida** (P. & O. Steamship Co.): Sailings—Same as those to Havana. Time consumed—About 17 hours. Rate—One way, \$18.35; round trip, \$30.70; same return limit and conditions as to Havana. (See Key West for direct service to New York and Galveston.)

BAY LINES

The Wilson Line to St. Petersburg runs four trips a day. Fare, round trip, \$1.00. Meals à la carte. Time consumed—Two hours.

The Adams Line runs to St. Petersburg, Sarasota, Bradentown, and Palmetto daily,—to Anna Maria, Tuesdays and Saturdays,—to Cortez, Tuesdays and Thursdays.

The Fort Myers Steamship Co. runs to Fort Myers twice a week.

AUTOMOBILE BUSES

White Bus Line. Bus leaves for Daytona and Jacksonville every day at 2:00 p.m. (Stops overnight at Orlando.) Arrives Daytona at 11:00 a.m.; arrives Jacksonville at 5:30 p.m.

Fare to Daytona \$6.85, to Jacksonville \$11.35, does not include meals or hotel accommodations.

Bus leaves for St. Petersburg about every hour.

HOTELS

Tampa Bay, A—300—\$7.00 up; Hillsborough, E—325—\$2.50 up; De Soto, E—150—2.00 up; Bayview, E—130—\$2.50 up. Opening for the season 1925, the Tampa Terrace—225.

GOLF COURSES

There is a nine-hole golf course in MacFarlane Park. Palma Ceia Golf Club, eighteen holes, grass greens, is open to visitors on the payment of greens fees. Rocky Point Club, eighteen holes, grass greens, is seven miles out.

HISTORY

Pamphilo de Narvaez sailed into Tampa Bay in 1528. Hernando de Soto landed in Tampa Bay May 15, 1539, and named it Espiritu Santo (Holy Spirit). The town was founded by De Reinoro, one of De Soto's lieutenants, on the site of an Indian camp. "Tampa" is an Indian word meaning "split wood for quick fire."

In 1772 José Gasparillo, the famous pirate who ravaged the coasts of Florida and Cuba, was executed at the foot of what is now Franklin Street, Tampa's chief thoroughfare.

In 1823 Colonel Brooke, in command of four companies of U. S. regulars, built a log fort, afterwards called Fort Brooke, on the bay. That section of the city has been known ever since as the "garrison."

At the close of the Seminole War General Worth persuaded Coacoochee with his tribe to sail from Tampa on their way to Oklahoma.

During the Spanish-American War (1898) Tampa was the chief port of embarkation for the American troops. Theodore Roosevelt and his Rough Riders camped in what is now the residential section. The 39,000 troops who passed through Tampa during the war spread the knowledge of it as a winter resort through the United States.

Tampa, the county seat of Hillsborough County, is the second city of Florida and the chief port of the West Coast. A great deal of phosphate and lumber shipped from Florida passes through Tampa. It is one of the largest cigar manufacturing cities in the country; 501,378,500 cigars were made there in 1923. It has an up-to-date business section that shows no signs of having been overdeveloped. In the harbor are ships from all over the world.

The city is situated at the head of Hillsborough Bay, twenty-five miles from the Gulf of Mexico. The Hillsborough River runs through the center of the city, with the main business section east of the river. Just across the river in West Tampa, reached by a wide bridge, is the famous **Tampa Bay Hotel**, an exotic Moorish building in a park overlooking the river. The hotel was built by Henry B. Plant when

he controlled the Atlantic Coast Line, at which time it was the last word in hotel splendor. Many of the furnishings were brought from abroad. For years it rivalled the Ponce de Leon hotel in St. Augustine as the most fashionable winter resort hotel in America. In the park surrounding it are some magnificent old trees and palms, of which one old oak is called the De Soto oak because of a legend that the discoverer of the Mississippi once stood beneath it.

The eastern section of Tampa is called **Ybor City**. The workers in the cigar factories, mostly Spaniards, Cubans, and Italians, live here. The outdoor cafés and overhanging balconies give it an odd, foreign atmosphere. Needless to say, the odors also are distinctly foreign. A visit to a cigar factory is well worth while.

During February the South Florida Fair and Gasparillo Carnival are held in Tampa. A pirate ship sails into the harbor and the city surrenders to the pirate crew in a colorful pageant.

EXCURSIONS

Sulphur Spring Pool, about seven miles north on the Hillsborough River, may be reached by trolley or automobile. Its attractions include a spring flowing at the rate of 50,000 gallons a minute, a bathing pool, and an alligator farm.

Sunset Beach is a bathing place six miles from Tampa, reached by bus or automobile.

Oldsmar, founded by R. E. Olds, the automobile manufacturer, is a suburb 16 miles west of Tampa at the end of the Memorial Highway.

Excursions may also be made to Tarpon Springs, Clearwater, and St. Petersburg on the Pinellas Peninsula.

TARPON SPRINGS

(246 m. from Jacksonville; 36 m. from Tampa)

RAILROAD

Seaboard Air Line, Atlantic Coast Line. Fare from Jacksonville, \$8.90.

HOTELS

Tarpon Inn, A—200—\$7.00 up; Hotel Stratford, A—\$5.00 up.

GOLF COURSES

Nine-hole course with grass greens owned by city. Charges, \$50.00 per season or \$1.50 per day.

THE SPRINGS

They are thought to be the outlet for Lake Butler, near by. They bubble up from a hole whose bottom has never been sounded. The water of the Springs rises and falls with the tide.

Tarpon Springs is a pleasant resort with good fishing and boating. There is an annual water carnival in the "Springs Bayou," an inlet from the Gulf of Mexico on which the town is situated. Besides being a resort Tarpon Springs has taken from Key West the honor of being the chief sponging port of the United States. The sponge fleet sails from Anclote Harbor three or four times a year. It numbers upwards of a hundred craft. The sponges are harvested off the southern coast of Florida anywhere from 100 to 150 miles from Tarpon Springs. The boats are out sometimes for several months. The spongers are chiefly Greeks who learned their trade in the Mediterranean. They use a diving apparatus and go sometimes to a depth of 150 feet. The sponges are covered with gurry, decayed animal life, when brought aboard. They are cured by being thoroughly washed and allowed to dry out for days aboard ship. When brought into Tarpon Springs they are placed in piles according to grades and sold by the pile. Up until 1904, when the Greeks started coming over, the sponging was done by fishermen from Key West who went out in small boats, one or two men to a boat. They could get only the sponges that were in shallow water by cutting them off with long-handled knives. There is still high feeling between the Key West

spongers and the diving-suit spongers of Tarpon Springs.

EXCURSION

To **Anclote** by boat. There are Indian Mounds and kitchen middens; also an old mill dating from Spanish times. A few miles north is the estate of the Duke of Sutherland.

From Tarpon Springs a paved road leads south through **Dunedin** to Clearwater.

CLEARWATER

(Estimated population 8,500. 243 m. from Jacksonville; 33 m. from Tampa)

RAILROADS

Atlantic Coast Line and Seaboard Air Line. Fare to Jacksonville, \$8.36.

AUTOMOBILE BUSSES

To Tampa and St. Petersburg on a regular schedule.

HOTELS

Gray Moss Inn, Dunedin Lodge (on Clearwater Bay), Clearwater Beach Hotel (on the Gulf), Sunset Point Tavern (on Clearwater Bay), all American plan. Fort Harrison, A—400—\$10.00 up: Princess Ulelah, Hotel Fenway.

GOLF COURSE

Clearwater Country Club is open to winter visitors—excellent eighteen-hole course with grass greens. Dues \$60.00 per season, \$1.50 per day.

Clearwater is situated on a high bluff overlooking Clearwater Bay. A \$1,000,000 causeway leads to **Clearwater Beach** on the Gulf of Mexico. There is good swimming and fishing in the Gulf. Sailboat races are held in the bay under the auspices of the Clearwater Yacht Club. Clearwater is the winter training quarters of the Brooklyn National League baseball club. It is a clean, pleasant growing city with many comfortable and attractive cottages.

BELLEAIR

(245 m. from Jacksonville; 35 m. from Tampa)

RAILROADS

Atlantic Coast Line and Seaboard Air Line.

HOTEL

Bellevue-Biltmore Hotel—A—\$12.00 up.

Just beyond Clearwater is Belleair, which consists entirely of the Bellevue Hotel and its cottages, swimming pool, casino, etc. The Bellevue Hotel is probably the largest, and is certainly the most fashionable hotel on the West Coast. It is magnifi-

cently situated on a bluff overlooking Clearwater Bay and the Gulf of Mexico beyond.

GOLF COURSES

The hotel has two eighteen-hole golf courses laid out over rolling country by Donald Ross, which are almost without question the most famous in Florida. Golf is the principal diversion and most of the guests are ardent golfers. The tournaments for the Plant Trophies held every winter attract the leading golfers of America.

A restaurant and casino on the order of Bradley's at Palm Beach has recently been opened in a handsome building just off the hotel property.

From Belleair the road runs down the center of Pinellas Peninsula to St. Petersburg, which faces east toward Tampa Bay.

ST. PETERSBURG

(Estimated population 53,000. 264 m. from Jacksonville; 19 m. from Tampa via the Gandy Bridge)

RAILROADS

Seaboard Air Line and Atlantic Coast Line. Fare from Jacksonville, \$8.46.

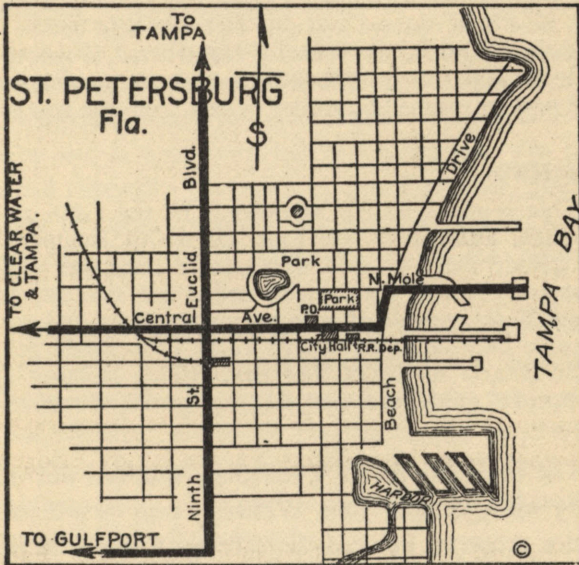
AUTOMOBILE BUSES

To Tampa—Fare, 50c. Distance, 19 m., over the Gandy Bridge. There are also busses to Gulfport, Pas a Grille, Clearwater, etc.

STEAMERS

To Tampa—Wilson Line makes four trips a day. Adams Line, one trip. Fare, round trip, \$1.00.

To Bradentown and Sarasota via Adams Boat Line from Municipal Pier (North Mole). Fare to Bradentown, \$1.00; to Sarasota, \$1.50.



By courtesy of H. D. Grant.

HOTELS

Soreno, A—450—\$8.00, situated on the bay, completed for season 1924; Princess Martha (formerly the Mason), A—500—\$7.00 up; Detroit, A—300—\$7.00 up; Ponce De Leon, A—175—\$5.00 up; Pheil,

E—300—\$2.50 up; Poinsettia, E—250—\$2.00 up; Royal Palm, E—200—\$6.00 up; Suwannee, E—225—\$7.00 up; Central, E—200—\$3.00 up.

GOLF COURSES

St. Petersburg Golf Club, one nine-hole course, one eighteen-hole course; Coffee Pot Golf Course, two nine-hole courses and one eighteen-hole course; Lakewood Golf Club, recently constructed, a sporty eighteen-hole course. All of these are open to visitors and may be reached by trolley or bus from the hotels.

FISHING

This is good fishing territory. In the Gulf are kingfish, amberjack, sea bass, mangrove snappers, all gamey fish; as well as Spanish mackerel and pompano, two of the choicest eating fish that swim. Guide boats capable of accommodating three or four persons may be hired at the Yacht Club Basin for from \$10.00 to \$25.00 per day. This includes a competent guide and complete equipment of tackle.

The town site of St. Petersburg was laid out in 1885 when General John Williams, who owned the entire property, induced the railroad to build to it. He did this by giving Peter Demens, who owned the railroad, every alternate block in the town. They each wanted to name the new city. General Williams chose Detroit, his home; and Demens, who was a Russian, chose St. Petersburg. They flipped a coin and Demens won—hence the name. In 1890 the

town had a population of 273 inhabitants. Now it boasts upwards of 30,000, with as many more during the winter season. It runs clear across Pinellas Peninsula, but the main portion faces Tampa Bay on the East. There are no industries of any size; it is distinctly a resort city, famed for its sunny weather. Local residents speak of it as the "Sunshine City." Whenever it rains the daily newspaper gives away its entire edition free.

Central Avenue, the chief business street, is very wide and is lined with tall new buildings. On the broad sidewalks are rows of green benches, placed there by the storekeepers for the middle-aged tourists who like to sit down to watch the crowds stroll by.

Williams Park, in the center of town, is also given over to amusing the time-killing tourists. There are tables for checker players; pegs for horse-shoe pitchers; courts for playing rocque (a sort of glorified croquet which is very popular); and an excellent band. The park is crowded throughout the day and most of the evening.

Across from the park is the Post Office in the form of an open-air loggia.

Facing Tampa Bay at the foot of Central Avenue is the St. Petersburg Yacht Club, housed in an imposing building. A block either side of it are the jetties which run out into the bay to make the yacht

basin, which has an area of thirty acres and a depth at mean low water of ten feet.

Near the yacht club is the new Hotel Soreno with its terrace looking toward the bay. Beyond it is a section of fine residences surrounded with tropical gardens. St. Petersburg is the winter home of Will Payne, the magazine writer, and of W. B. Duke, the tobacco man. Back from the bay is a region of smaller dwellings and apartment houses. Only a few of the buildings in St. Petersburg appear to be over two or three years old. For this reason it lacks some of the charm which it doubtless will have when parks, gardens, trees, and houses are a little older.

There is a small Indian shell mound at Sixth Street and Second Avenue South. Another point of interest is the alligator farm at Big Bayou (open 9:00 a.m. to 5:00 p.m.). Winter training quarters of the Boston Braves are at St. Petersburg.

St. Petersburg has just completed the Gandy Bridge across old Tampa Bay, which cuts the distance by automobile road from St. Petersburg to Tampa from 43 miles to 19 miles. The total length of the bridge and causeway is five and three-quarter miles. Three miles of it is sand-filled causeway 40 feet wide. The remaining two and a half miles are spanned by a concrete viaduct 24 feet wide. It was opened to the public October 17, 1924.

EXCURSIONS

1—**Pas à Grille** is a bathing beach on the very tip of a strip of land running out into the Gulf of Mexico, southwest of St. Petersburg. There is a bathing casino and a wide beach. At times the surf on the Gulf is equal to that of the Atlantic. Pas à Grille is reached by street car, bus, or automobile (14 miles from St. Petersburg) or by boat from Gulfport every hour. Fare, 70c.

2—**Anna Maria Beach** is reached by the Adams Boat Line from Municipal Pier (South Mole) twice a week.

3—Shell hunters' trip is made through the keys with a lecture on shells. Fare, \$1.25. Boat leaves Gulfport at 9:30 a.m., returns about 5:00 p.m. Take your own lunch. A daily schedule is not assured—inquire of hotel clerk before starting.

BRADENTON

(Estimated population 8000. 242 m. from Jacksonville; 46 m. from Tampa)

RAILROADS

Seaboard Air Line and Atlantic Coast Line. Fare from Jacksonville, \$8.74.

STEAMERS

To St. Petersburg and Tampa via the Adams Boat Line. Fare to St. Petersburg, \$1.00; to Tampa, \$1.50.

HOTELS

Southland, E—170—\$3.50 up; Manavista, E—100—\$2.50 up; Arcade, E—63—\$1.00 up.

Traveling south from Tampa on the mainland the tourist passes through either **Palmetto** or **Ellentown** on the north bank of the Manatee River. Just south of the river and connected with these two towns by bridges are the twin cities of Bradenton and Manatee. Some day the four cities may form one metropolis.

Bradenton is on the Tamiami Trail and on the so-called Paradise Loop by which the two main branches of the Dixie Highway are to be connected. Hard roads connect it with every other town in Manatee County, of which Bradenton is the county seat.

This is the section of Florida that is just being developed. Lumbering, together with the extraction of turpentine from the pine trees, is still the chief industry of the region, but around Bradenton the tourist will find a growing section of fruit, dairy, and truck farming. Truck farmers of Manatee County go in for intensive farming, taking in as much as \$3,500 per acre for one year's yield of celery, of which they harvest one crop in January and one crop in May. The county ships out over 7000 carloads of vegetables every year.

EXCURSION

A new bridge leads from the mainland near Bradentown to **Anna Maria Island**, which has a tourist hotel and a beach on the Gulf. **Cortez**, near by, is a commercial fishing port shipping over 500 tons of fish north every year.

SARASOTA

(Estimated population 8400. 255 m. from Jacksonville; 62 m. from Tampa)

RAILROADS

Seaboard Air Line. Fare to Jacksonville, \$9.18. The Atlantic Coast Line is continuing its line to the south and starts train service to Sarasota early in 1925.

HOTELS

Hotel Mira Mar, A—150; Hotel Sarasota, E—250; Belle Haven Inn, E—200; Hotel Hunton, A—100; Watrous Hotel, A—60.

GOLF COURSES

An eighteen-hole course with grass greens has recently been constructed within the city limits. The rates for visitors are \$1.00 per day, or \$50.00 per season.

Another eighteen-hole course is being laid out at Long Boat Key.

Sarasota is just now the scene of real estate and other activity almost equal to that in Tulsa, Okla-

homa, during the early part of the oil boom. The rush of people to Sarasota during the summer and fall has been such that accommodations at present are quite inadequate and the Chamber of Commerce of Sarasota has advised tourists to make their arrangements to visit the city during the day, returning to Tampa or some other city before nightfall. Any one planning to spend the season at Sarasota should make his arrangements well in advance. Many apartments and hotels are now being built so the present congestion will soon be done away with.

The reasons for the unusual activity here are the coming of the Atlantic Coast Line railroad and the important developments under way in and around Sarasota, where 600 homes are now in course of erection and some fifty subdivisions have been recently laid out. Present construction work has been estimated as high as \$12,000,000.

The city is in the center of a rapidly growing fruit, truck farming, and dairying country. Near by is the famous Florida estate of the late Mrs. Potter Palmer as well as the present homes of Honore Palmer, John and Charles Ringling of Ringling Brothers, and others.

EXCURSION

To Long Boat Key by bus or automobile. A new two-mile causeway leads across a shallow sound to

the key, which has a good bathing beach on the Gulf. Long Boat Key is being developed by John Ringling, who is building a hotel and laying out a golf course.

The branch of the Seaboard Air Line which runs through Sarasota goes as far south as Venice, an attractive resort on the Gulf.

PUNTA GORDA

(298 m. from Jacksonville; 120 m. from Tampa)

RAILROAD

Atlantic Coast Line, on the branch which diverges from the Tampa branch at Lake Alfred, coming south through Bartow and Arcadia. Fare to Jacksonville, \$10.13.

HOTEL

The Punta Gorda Hotel, A—350.

Punta Gorda is at the head of Charlotte Harbor and on the edge of the low-lying district known as **Charlotte Glades**. It is a favorite point of departure for hunting trips through the glades, where wild game of many varieties abounds.

From Punta Gorda regular boat service is maintained with Boca Grande and the other resorts on the islands along the coast.

THE ISLANDS

Fringing the mainland of Florida along the West Coast from Charlotte Harbor to Punta Rassa is a series of large keys or islands reached by boat from Punta Gorda or Fort Myers. These islands have long been a favorite resort for northern fishermen because of the excellent sport afforded by the waters that surround them.

Gasparillo Island lies between the Gulf of Mexico and Charlotte Harbor. It was once the retreat of the famous pirate, José Gasparillo, who fled to the New World after he had terrorized Spain for several years. At one time he and his band stormed Madrid and held the city for a few hours. When Spain finally became too hot for him he escaped to Florida with a stolen fleet of Spanish galleons. With his band of cut-throats he brought a following of beautiful women. On Gasparillo Island he established a pirate court which is said to have rivaled those of the Orient in its barbaric splendor. He was eventually captured and hanged at Tampa.

BOCA GRANDE (On Gasparillo Island)

RAILROAD

Charlotte Harbor and Northern R.R., which comes down over the keys from Fort Ogden.

STEAMERS

Regular service is maintained with Punta Gorda during the season; and between Boca Grande and the resorts on the other islands.

HOTELS

The Gasparillo Inn and the Boca Grande Hotel, both American plan.

Boca Grande (meaning Big Mouth in Spanish) is in the center of the fishing region of the West Coast. During the tarpon season small boats by the hundreds may be seen trolling up and down the inlets after this prize of Florida fish.

There is a nine-hole golf course on Gasparillo Island.

USEPPA ISLAND

(Spanish for Josephine) was a haven for pirates during the 18th century. It is reached by boat from Boca Grande during the season. In the early spring it is one of the best places in Florida for tarpon fishing. Connected with the excellent hotel, the Tarpon Inn, is a nine-hole golf course.

PINE ISLAND

The largest island on the West Coast; has daily boat service to Punta Gorda and Fort Myers, except Sunday.

CAPTIVA ISLAND

Separated from Sanibel by a narrow winding channel called Blind Pass, it is a resort and home of an outdoor school for boys.

SANIBEL ISLAND

The site of one of the most important lighthouses on the Gulf of Mexico. The beach is strewn with shells of many varieties, some very rare, and all of exquisite coloring.

PUNTA RASSA

On the mainland at the mouth of the Caloosahatchee River. The name is Spanish for "Flat Point." There is an old colored woman who has a shanty near there where she serves marvelous sea food dinners. From the cable office at Punta Rassa the world received the first news of the sinking of the battleship "Maine," at the beginning of the Spanish-American War.

FORT MYERS

(Estimated population 15301. 323 m. from Jacksonville; 166 m. from Tampa)

RAILROAD

Atlantic Coast Line. Fare from Jacksonville, \$11.15.

BOAT LINES

To Tampa—Fort Myers Steamboat Co. Service twice a week.

To Lake Okeechobee and West Palm Beach—The Hand-Smith Line. Boat leaves Fort Myers daily except Sunday at 8:00 a.m., arrives Moore Haven (on Lake Okeechobee) at 5:30 p.m. Fare, \$6.00, does not include meals. Connects with McCoy Bros. Line for West Palm Beach, which leaves Moore Haven at 8:00 a.m. following morning, and arrives at West Palm Beach at 5:30 p.m. that evening. Fare, \$7.00, does not include meals.

To the islands—Boat service to Punta Rassa; Sanibel Island; Captiva Island; Gasparillo Island; Boca Grande, and Punta Gorda.

HOTELS

Royal Palm, A—750—\$10.00 up; Franklin Arms, A—560—\$4.00 up; Morgan, A—150—\$4.00 up; Hoetl Heitman, A—900.

GOLF COURSES

The Fort Myers Golf and Yacht Club has a new eighteen-hole course laid out by Donald Ross. The country is flat, but there are many artificial hazards. The clubhouse on the waterfront offers its facilities to visiting yachtsmen.

FISHING

Lee County, of which Fort Myers is the county seat, is famous as a fishing ground. Besides sea bass, channel bass, sheepshead, and kingfish, it is close to the waters where tarpon abound. April, May, and June are the best months for tarpon fishing.

The **Devil Fish**, found chiefly on the gulf shore of Florida, resembles a whip ray or skate except for its giant size. One captured in 1914 measured 18 feet 2 inches across. They are caught by harpooning, a dangerous sport, as they often tow the boat and sometimes capsize it. Colonel Roosevelt was an ardent devotee of devil fishing.

HUNTING

Back in the Everglades and Big Cypress swamps the sportsman will find deer, quail, wild turkey, duck, and occasionally wildcats and panthers. Experienced guides should be taken on any hunting expedition. They will furnish all equipment necessary.

Fort Myers is situated on the **Caloosahatchee River** fifteen miles from the Gulf of Mexico in what is known as the subtropical region of Florida. The Caloosahatchee (Carlos-A-Hat-Chee) was named for Carlos V of Spain. It is the deepest stream in Florida and one of the most beautiful. Its headwaters are in Lake Okeechobee, of which it is one of the outlets. It flows into San Carlos Bay near Punta Rassa. The mouth of the river from Punta Rassa to Fort Myers is a mile and a half wide, but a few miles east of Fort Myers it suddenly contracts into a narrow stream a quarter of a mile wide. Above Fort Thompson it is less than 150 feet across.

Fort Myers was a military post during the Seminole War but was abandoned by the Government in 1858. It continued its existence as a trading post with the Indians. It is now the port for a rapidly growing fruit, cattle, and sheep country, as well as a winter resort. Miami on the East Coast and Fort Myers on the West Coast are the two cities closest to the Everglades and cypress marshes in the yet unsurveyed and undeveloped section of Florida. Fort Myers is the winter home of Thomas Edison and Henry Ford.

EXCURSIONS

1—The trip up the Caloosahatchee River to **Lake Okeechobee** gives an insight into the future of Florida.

It necessitates an overnight stop in **Moore Haven**, where the hotel accommodations are acceptable but not luxurious.

2—There are boats which run to the islands scattered along the coast, where there are bathing beaches and resort hotels.

TAMIAMI TRAIL

An automobile road is now being constructed from Fort Myers across the Everglades to Miami. Because of the swampy country through which it passes the construction has proved extremely difficult, but

it will soon be completed and will be a great saving to automobilists who wish to visit the East Coast.

NAPLES-ON-THE-GULF

HOTEL

Naples Inn, American plan.

Naples is a little resort thirty-five miles south of Fort Myers. It is reached by boat from Fort Myers or by automobile. There is no railroad. It has seven miles of beach and a nine-hole golf course. The fishing from Naples south is as good as anywhere in Florida. It is the winter home of a few wealthy Northerners, who seem wise enough to want to keep it to themselves instead of trying to boom it. The foliage of Naples is distinctly tropical—poinsettias and poinciannas vie in their vivid, exotic coloring with the red hibiscus and purple bougainvillea.

MARCO

South of Naples is Marco, home of an Indian chief from whom it derived its name. It is the site of the greatest clam canning industry in the South. The clams are taken wholesale from the beds by large dredges. It is said that this method is rapidly

despoiling the clam banks so that it will not be long before the canneries must shut down.

Many remains of prehistoric Indian tribes, including pottery, kitchen utensils, etc., have been found in the vicinity of Marco.

EVERGLADE

Barron Collier, a wealthy advertising man from New York, recently bought the whole southern end of Lee County and arranged to have it made into a separate county named Collier County. In this section was the insignificant village of Everglade, a dying trading post 25 miles south from Marco, situated on a high, fertile island. The few remaining Seminoles used to come here out of the Big Cypress Swamp to purchase provisions. Collier is rapidly making Everglade into a modern, sanitary town, with electric lights, hotel, clubhouse, and well-laid-out streets. It is reached by automobile by the new Tamiami Trail and by boat. At present there is a large sign at Everglade which is probably unique in Florida:—

“NO LAND FOR SALE HERE.”

In connection with Cornelius Vanderbilt Junior, Mr. Collier has just announced the forthcoming

construction of a railroad across the Florida Everglades from Miami to Fort Myers, which will open up Collier County as well as the rest of the southern tip of the Florida peninsula to settlers. With the building of this railroad a fever of development may be expected in Dade, Collier, and Lee Counties similar to that which has been going on for the last few years in Miami, St. Petersburg, and now in Sarasota. But the construction of a railroad across the treacherous marshes of the Everglades will be a tremendous engineering feat comparable almost to the famous "overseas railway" of Henry M. Flagler across the Florida Keys from Miami to Key West. The difficulties which the contractors working on the Tamiami Trail, the automobile highway through the same country, have encountered, have proved that the Everglades is a frontier country which is to be won over to civilization only after much hardship and perseverance.

Five miles south of Everglade is Chokoloskee, a fishing village on the edge of civilization. It is the last chance for yachts to secure gasoline and provisions on their way to Key West or the East Coast.

A short distance from Chokoloskee some of the largest shell mounds in Florida await the coming of the archæologist.

Below Chokoloskee the yachtsman goes through a

region of mangrove swamps and small keys known as the **Ten Thousand Islands** into **Ponce de Leon Bay** and **Shark River**. The latter is a deep, rambling stream coming out from the Everglades through a veritable maze of islands. This section has never been completely charted and it is only by following the tide that anyone but a native can find his way up and down the many branches of the river.

Sailing up Shark River one passes through a wild and curious country. At one point is a rookery where thousands and thousands of curlews make their nests every year. There are no settlements, even the occasional fishermen's huts being few and far between. Many of these have been abandoned and queer tales are told of whole families disappearing after they had tried to eke out an existence in this last stronghold of the Seminole Indians.

On Shark River there used to be a plant for the extraction of tannic acid from the bark of the mangrove tree. Native Seminole Indians and West Indian negroes were formerly employed to strip the bark, which was brought here and treated for tannic acid; but work was abandoned some years ago and the plant is gradually falling into decay.

On the southwest tip of the Florida peninsula is **Cape Sable**, with Florida Bay south of it and the Gulf of Mexico to the west. From Cape Sable the yachtsman turns southeast to Long Key or south-

west across open water to Key West. **Flamingo**, just east of Cape Sable, is a tiny fishing village connected with Homestead on the East Coast by a poor but passable road. The water in its vicinity is so shallow that it can be approached only in small boats. No supplies are obtainable.

A cocoanut grove a half mile wide extends several miles along the coast at Cape Sable; it is probably the largest cocoanut grove in America. The cocoanut palm is grown throughout southern Florida and adds much to the beauty of the region, but it is not an indigenous plant. A story is told that the first tree grew from a cocoanut which had been thrown overboard from a ship and washed ashore on one of the Florida keys.

THE SEMINOLE INDIANS

The Seminole Indians now left in the Everglades probably do not number over two or three hundred. They live in widely separated settlements of five or six families each on the hammock islands of the Everglade swamps. Their dwelling consists of a thatched roof made of palmetto leaves placed on six upright poles with an old blanket hanging down on the northerly side to keep out the rain. Inside this rude shelter are large tables on which they eat and

sleep; and chests to hold their few tools, guns, and provisions.

In the center of each camp is a fire under a shed, used for cooking by the whole settlement. Their food consists chiefly of a meat and vegetable stew which is nearly always on the fire. When a Seminole is hungry he dips in and takes out what he wants.

The squaws always go barefoot and bareheaded, but wear long calico dresses with bright bands of red or yellow around the skirts. About their necks they wear string after string of colored beads which are never removed, day or night. These strings weigh as high as 20 or 30 pounds. Silver earrings and coins are worn by both men and women.

The Seminoles raise hogs, chickens, sweet potatoes, corn, and sugar cane, the latter used chiefly for making whisky; but hunting and fishing are their chief occupations. They have the peculiar ability to pole their dugout canoes through the rough sawgrass of the Everglades almost at will. As the Indians now in the Everglades are the descendants of those who never surrendered after the Seminole War, they are legally an independent people rather than citizens of the United States.

Now that the swamps are being rapidly drained the Seminole camps have mostly been broken up and the Indians have become farm laborers. They will

probably merge gradually with the population so that it will only be a few years before this most picturesque of our native tribes will have disappeared entirely as a race.

THE EAST COAST

The East Coast of Florida is a very long and sandy with few rivers, where the timber has been cleared off, and the entire coast there is a chain of long, thin, shallow bays, varying from one to three miles in length, and having a narrow strip of salt water between them and the mainland, which with a few canals, make a perfect inland waterway for light-

draft boats. At St. Augustine the shallow bay between mainland and bay is called the Matanzas River. Further south it is the so-called Indian River. Then for miles below runs the Indian River. Then come St. Johns Bay, Indian River, and Lake Worth and Biscayne Bay. In spite of varying names these are all salt water bays, with frequent inlets from the

ocean. It would be well to get this combination of the East Coast well fixed in your mind, because it explains the nature of many of the most centers where a city in the future, taking the bay or narrow strip of land, is another town on the narrow strip of land between the ocean and the bay. The water

THE EAST COAST

The East Coast of Florida is generally flat and sandy, with pine forests where the timber has not been cut. Along almost the entire coast there is a chain of long, thin, outlying keys hugging close to the shore and leaving a narrow bay of salt water between them and the mainland, which, with a few canals, make a perfect inland waterway for light-draft boats.

At St. Augustine the shallow bay between mainland and key is called the Matanzas River. Farther south it is the so-called Halifax River. Then for miles below runs the Indian River. Then come St. Lucie Sound, Jupiter Sound, Lake Worth, and Biscayne Bay. In spite of varying names these are all salt-water bayous with frequent inlets from the ocean.

It would be well to get this conformation of the East Coast well fixed in your mind, because it explains the nature of many of the resort centers where a city on the mainland facing the bay or lagoon has opposite it another town on the narrow strip of land between the ocean and the lagoon. The two cities

are always closely allied in interests and are connected by bridges and causeways. Daytona, which is on the Halifax, has opposite it Daytona Beach and Seabreeze, which face the ocean; opposite West Palm Beach on Lake Worth is Palm Beach; opposite Miami on Biscayne Bay is Miami Beach, etc.

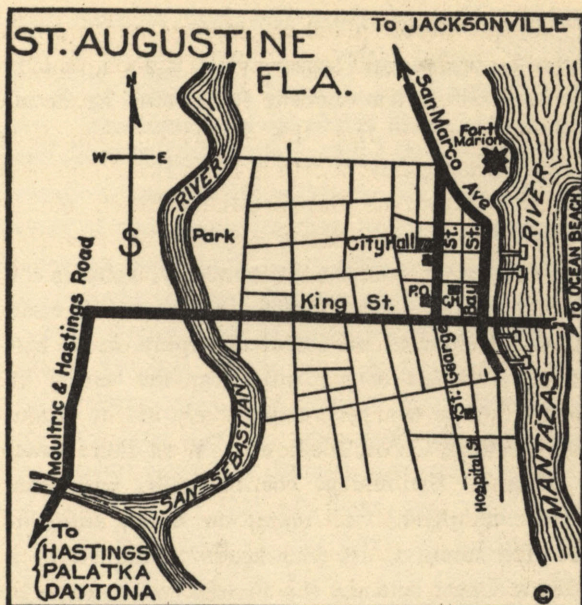
The resorts of the East Coast have the reputation of being the gayest and the most fashionable in Florida, but here as elsewhere the expense and variety of entertainment depend largely on the individual. Thousands of quiet families enjoy the warm Florida winters inexpensively at St. Augustine, Daytona, Cocoa, Melbourne, West Palm Beach, or Miami. Swimming, boating, golf, and tennis may be indulged in all along the coast, and, with motoring along the paved roads which skirt the Atlantic Ocean and the inland waterways, form the chief diversions of the winter colonists.

ST. AUGUSTINE

(Estimated population 12,500. 37 m. from
Jacksonville)

RAILROAD

Florida East Coast. Fare to Jacksonville, \$1.34. St. Augustine is the headquarters of the F.E.C. Railroad. Its general offices and shops are located here.



By courtesy of H. D. Grant.

HOTELS

The Ponce de Leon, A—500, and Alcazar, A—400 (both are operated by the F.E.C. Railroad), are magnificent resort hotels of the type that have made the East Coast of Florida famous. Among the other hotels are the Monson, E—150; the St. George, A—200; the Benett, A—150; the Buckingham, A—150; the Marion, A—150; and the Alhambra, A—100.

GOLF COURSES

The Florida East Coast Hotel Co. maintains two excellent eighteen-hole courses with salt-water

hazards. One of these has just recently been completed.

The St. Augustine Country Club has a nine-hole links with one hole completely surrounded by water. This course is used chiefly by local residents.

The San Marco Links (nine holes) around Fort Marion are public.

HISTORY

St. Augustine, founded September 7, 1565, is the oldest city in the United States. Because of its early importance most of the important events in its history have already been given under the history of Florida. Until the 19th century Florida to Europeans meant St. Augustine and its vicinity; practically all of the rest of the state was unknown. During this period St. Augustine was a constant bone of contention. Its founding was marked by a bloody struggle between the French and Spaniards. After the Spanish victory came burnings and sackings by marauding freebooters, with intermittent Indian wars. Finally the city was besieged by the English colonists from Georgia. It was turned over to England, back to Spain, and finally to the United States. Four flags, Spanish, English, American, and Confederate, have been hoisted on its Plaza.

In spite of its warlike history, the inhabitants of St. Augustine seem always to have been an amiable, light-hearted people. From all accounts the period

toward the close of the 18th century must have been a sort of Golden Age. The world outside was at war; the colonies with England, and England with Spain. St. Augustine was ceded from one to another. But despite this and despite the proximity of savage tribes, the life within the walls of the city was one of continuous feasting, dancing, and music. The houses were built of coquina rock, with balconies hanging out over the narrow, winding streets, and were surrounded by high-walled gardens of luxuriant tropical vegetation. A traveler of the period writes that all the women were deservedly famed for their beauty, with dark, flashing eyes under massed black hair dressed high in the Spanish fashion. He adds that all those who rode were carried in palanquins. No hoof of horse ever sounded within the city walls. The carnival was celebrated with much gusto. It included a curious mummery in which maskers dressed as St. Peter, the Fisherman, capered through the streets endeavoring to throw nets over the heads of unwary on-lookers.

The city of St. Augustine is on a peninsula, bordered on the east by Matanzas Bay, on the west by the San Sebastian River, and on the north by the junction of the two. Directly opposite the city, across Matanzas Bay, are Anastasia Island and

North Beach Island, separated by a narrow inlet. The railway station lies west of town.

OLD ST. AUGUSTINE

The center of town is the **Plaza of the Constitution**, which opens to the Bay on the east. At the end nearest the bay is the so-called Old Spanish Slave Market, consisting of a few white pillars supporting a roof. Actually it was not built until after the American occupation and was probably a vegetable and meat market. Inside is a well of sulphur water. In the center of the plaza is the coquina monument that gives it its name. It was erected in 1812 to commemorate the constitution granted to Spain in that year. In 1814 when Ferdinand VIII regained his throne he annulled the constitution and ordered all monuments to it destroyed. In far-off Florida this order was never obeyed, and the monument still stands.

At the western end of the plaza is the **U.S. Post Office**, a long low structure with a two-story veranda. It was the Governor's Palace during Spanish rule, at which time the park around it was a walled garden. The plaza itself has always been the parade ground and assembly point for the people of St. Augustine. During the winter months band concerts are given there every afternoon and evening.

Just north of the plaza is the **Cathedral of St. Augustine**. The original building, finished in 1797, was the oldest Roman Catholic Church in the United States, when it was destroyed by fire in 1887. Due partly to the generosity of Flagler it was at once replaced by the present edifice. The original façade was reproduced by the architects of the present building, Carrere and Hastings. In the tower is a chime of four bells saved from the old church. Of these one bears the date 1682 and is probably the oldest bell in America. Many of the pews bear Spanish or Minorcan names. Minorcans who fled from New Smyrna after the revolt in Dr. Turnbull's colony became leading citizens of St. Augustine.

South of the plaza is a fine looking old Church—with no history—Trinity Episcopal.

Many of the buildings in the old part of town date back to the second period of Spanish occupancy—1784-1821. A few of the old balconies can be found projecting out over narrow streets. Treasury Street, long famous as the narrowest in the United States, is only a pathway now. The houses that formerly lined it on either side were destroyed by a fire some years ago. **St. George's Street**, nineteen feet wide, has been the main business street of the city for over three centuries. It leads to the **City Gates**, which are all that remain of the wall

that once protected St. Augustine from invasion from the north. The gates are of coquina rock; the rest of the wall was of palmetto logs which have rotted away long since.

The oldest house in the United States is almost surely in St. Augustine, but no local resident can tell you just which one of several is the oldest. The city's official publication advises the visitor to see the Historical Society house on St. Francis Street; Dodge's old house on St. George Street; Whitney's old house on Hospital Street; and Usina's old house on Marine Street. It adds tactfully: "The date of their erection has been lost in the mist of centuries."

FORT MARION

Fort Marion at the north end of town is one of the best preserved examples of the military architecture of the 17th century in the world. It is no longer used as a fortress but belongs to the United States Government and is open free of charge from 9:00 a.m. until 6:00 p.m. every day except Sunday. Work was started on the fort in 1592 under the Spanish régime. It was completed in 1756. With its bastions, moat, drawbridge and portcullis, it must have made a most complete medieval stronghold.

The name, Fort Marion, was given it by the Americans in honor of a Revolutionary General. The Spaniards called it San Marco.

It was built by forced labor; Indian captives, negro slaves and convicts from Mexico and Spain. The material used was coquina rock from Anastasia Island. Coquina is a curious formation of shells and shell fragments cemented into a porous rock which is found all along the East Coast. Its peculiar adaptability as a building material lies in the fact that it is rather soft when quarried, so may easily be cut into required shapes, but after it has been exposed to the air for a while it becomes as hard as flint.

The walls of the fort are nine feet thick at the bottom and about one half that at the top. They rise about 25 feet above the present level of the moat (the moat was formerly much deeper). The entrance is by a fortified gate at the south end which at one time had a drawbridge and portcullis. Above the entrance are the arms of Spain and an inscription. Still above this there used to be a hole through which the defenders could pour down molten lead on invaders.

The fort is in the form of a square with bastions at the four corners and an open court in the center. It covers altogether five acres of ground; on the level tops of the ramparts are mountings for 64 guns. There was formerly an incline (now a staircase) by which these guns could be trundled down to the lower level if need arose. Along the sea front may

be seen scars made by Oglethorpe's guns during the siege of St. Augustine by the English colonists. One of the courtyard walls is pitted with holes where prisoners stood to be shot. The usual story is told that the grass has always grown thicker here because of the blood of the victims. The small brick building in the moat was built by U.S. troops in 1844.

Inside the fort the visitor will be shown the dungeon where prisoners were supposed to have been chained to the wall in such manner as to force them to remain always standing. There is another dungeon that was sealed up for a long time. No one knew of its existence until the roof caved in. In it were found two cages; one contained the skeleton of a man, the other the skeleton of a woman. That, at least, is the story that is told. Some authorities claim that it is simply an old powder magazine that had grown damp and been walled up for sanitary reasons.

In the southwest bastion is the cell where the Seminole chieftains Coacoochee and Talmus Hadjo were confined. Together with the great chief, Osceola, they were taken during the Seminole War by the U.S. troops. They had been asked to a conference. Although they arrived unarmed bearing a flag of truce, they were promptly put under arrest. This is probably the worst piece of

treachery that our government has ever countenanced. Once imprisoned, Osceola sickened and died, but Coacoochee and Talmus Hadjo bided their time and escaped through a tiny window high up over the moat.

The Confederates held Fort Marion from the beginning of the Civil War until 1862, when a Federal gunboat arrived in the harbor and forced it to surrender. The women of the garrison cut down the flagstaff to delay the hoisting of the Union colors.

Except during Oglethorpe's siege the fort has seldom been needed as a refuge for the townspeople. St. Augustine is so situated on its peninsula that it can be attacked by land only from the north. In the old days the City Wall ran from Matanzas Bay on the east to the San Sebastian River on the west. Along the north side of the wall was a deep moat. The drawbridge at the gate was drawn up at night. Still further north was a line of earthworks protected by a dense growth of "Spanish bayonet," a queer prickly plant, kin to cactus, through which it is almost impossible to force a passage. These defenses saved the town several times from surprise attacks.

THE NEW TOWN

Around the old town has grown up the new city of St. Augustine, with its splendid hotels, restau-

rants, apartment houses and smart shops. The **Ponce de Leon Hotel**, designed by Carrere and Hastings, is famous architecturally throughout the country. It is a magnificent example of the ornate Spanish renaissance style, built around a large tropical courtyard. The exquisite details of the entrance gateway are especially worthy of study. Facing it and separated from it by a plaza known as the Alameda, is the Hotel Alcazar by the same architects. Connected with the Alcazar is the **Casino** with therapeutic baths, an enormous indoor swimming pool and a ballroom.

These two hotels were built by Henry M. Flagler when he was just beginning his Florida East Coast Railroad projects. He always took an especial interest in St. Augustine. Somewhat later he had the **Memorial Presbyterian Church** built here in memory of his daughter, Jennie Louise Benedict. It is an exotic Moorish structure which, while striking and beautiful, does not conform especially well either with its Presbyterian character or its suburban surroundings.

In the northern part of town, on Magnolia Avenue, is a spring called the Fountain of Youth, supposed to be the one Ponce de Leon was seeking when he discovered Florida.

EXCURSIONS

Anastasia Island and **North Beach Island** have good bathing beaches. The former has recently been acquired by D. P. Davis, original owner of Davis Islands near Tampa. He is spending several million dollars in developing it as a residential section. **Crescent Beach**, **Matanzas inlet** and **Summer Haven** are reached by boat from **St. Augustine**.

St. Augustine is working on a far flung plan to beautify her waterfront. A park is to replace the present sea wall. Bridges are to be built to **Anastasia Island** and **North Beach**. Public buildings in the Spanish style are to be grouped about a new civic center in a setting of tropical foliage and palms.

Every year there is a great pageant at **St. Augustine** in which the landings of **Ponce de Leon** and **Menendez** are reënacted. There are street parades, music, carnival and dancing. In this way the city keeps its reputation for gayety earned in the 18th century.

From **St. Augustine** the **Dixie Highway** goes southwest through **Hastings**, in the potato country, and then south through **Bunnell**, county seat of **Flagler county**, to **Ormond**, from which a good road crosses the **Halifax river** to **Ormond Beach**.

ORMOND BEACH

(104 m. from Jacksonville)

RAILROAD

Florida East Coast Railroad.

HOTELS

Ormond Beach Hotel, A—375—\$10.00 up, one of the famous F.E.C. chain; Coquina (new), A—200—\$10.00 up; Bretton Inn, A—125—\$5.00 up.

GOLF

The Ormond Beach Hotel has an eighteen-hole course with grass greens, length 1006 yards, laid out on the dunes between the Atlantic Ocean and the Halifax River—one of the oldest and best known courses in Florida.

Ormond Beach is on Pelican Island, separated from the mainland by the Halifax River, which is really a long narrow arm of the ocean. During the winter months the trains cross the Halifax to leave passengers right at the Ormond Beach Hotel. During the summer, when the hotel is closed, the trains stop at the little town of Ormond on the mainland, but do not go over to the Beach.

Across the road from the Ormond Beach Hotel is the winter home of John D. Rockefeller. His son, John D., Jr., has recently purchased the Wallace Estate, a quarter of a mile north.

The famous hard-surfaced beach is good for automobile driving from Ormond through Seabreeze to Daytona Beach and to Mosquito Inlet.

DAYTONA BEACH

(Estimated population 21,000. 110 m. from Jacksonville)

RAILROAD

Florida East Coast.

AUTOMOBILE BUSES

Leave Daytona every five minutes for Daytona Beach and Seabreeze.

Bus leaves 26 Magnolia Avenue, Daytona, every hour from 8:00 a.m. until 5:00 p.m. for Deland, Sanford, and Orlando. Fare to Orlando, \$3.50.

For Tampa, bus leaves 2:00 p.m. (stops overnight at Orlando), arrives Tampa 12:40 noon. Fare, \$6.85, does not include hotel accommodations in Orlando.

For Jacksonville, bus leaves 9:00 a.m., arrives Jacksonville 3:00 p.m. Fare, \$4.50.

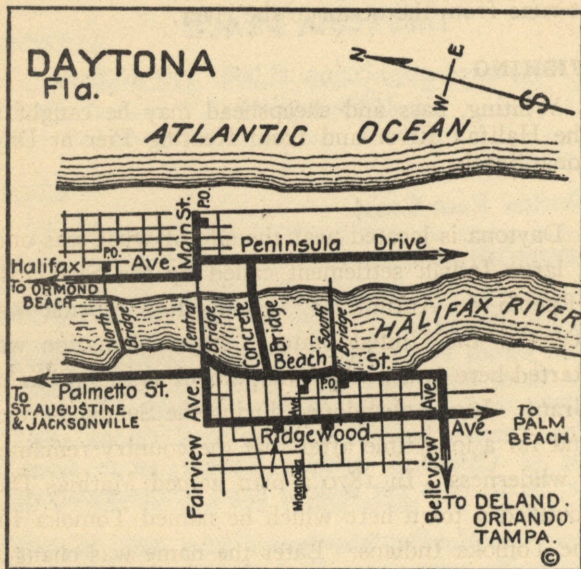
For West Palm Beach, bus leaves 8:00 a.m., arrives West Palm Beach 6:30 p.m. Fare, \$7.85.

HOTELS

At Daytona: Arroya Gardens on Ridgewood Avenue, A & E—250—\$9.00 up; Ridgewood Hotel, A—275—\$8.00 up; Williams, A—200—\$7.00 up; Prince George, A—150—\$6.00 up; Morgan, A & E

—125—\$5.00 up; New Gables, A & E—75—\$4.50 up; Austin, E—100—\$2.00 up; Maryland, E—75—\$1.50 up; Osceola Gramatan and Cottages, A—ad-joins the Daytona Country Club course.

At Daytona Beach: Seaside Inn, A—120—\$5.00 up; Daytona Beach Hotel, A—100—\$4.00 up.



By courtesy of H. D. Grant.

At Seabreeze: Clarendon, A—400—\$8.00 up; Princess Issena, A—200—\$8.00 up; Geneva, A—110—\$4.50 up.

GOLF COURSES

The Daytona Golf and Country Club on South Ridgewood Avenue, has an excellent eighteen-hole

course. Winter visitors may play by paying \$10.00 per week; \$30.00 per month, or \$50.00 for the season.

The Clarendon Hotel maintains an eighteen-hole course with grass greens at Seabreeze under the charge of George McLean. Like the Ormond course it runs from the ocean to the river.

FISHING

Whiting, bass and sheepshead may be caught in the Halifax River and from Keating Pier at Daytona Beach.

Daytona is located near the site of what was once a large Indian settlement called by the Spaniards, "Pueblo de Autumcas." Soon after Florida was ceded to the United States a sugar plantation was started here under what was known as the Williams Grant. It was abandoned during the Seminole War, and for a long time after that the country remained a wilderness. In 1870 a man named Mathias Day founded a town here which he named Tomoka for the Tomoka Indians. Later the name was changed to Daytona.

The city runs north and south along the Halifax River. Beach Street, on the river front, connects with the docks, the Yacht Club, and the bridges to Daytona Beach and Seabreeze. Up on the crest of the rise, parallel to Beach Street, is Ridgewood Avenue, the principal residential thoroughfare. It

is shaded by magnificent big trees hung with Spanish moss.

Daytona has few show places but boasts a great number of large, comfortable houses built by well-to-do Northerners, many of whom spend the whole year in Daytona. The Casino Burgoyne, overlooking Burgoyne Park, is a center for tourists. In the park are the usual games of checkers, quoits, croquet, etc., provided by Florida cities for the benefit of their northern guests. In the plaza in front of the casino are daily band concerts.

Daytona Beach and Seabreeze are practically one community. They are situated on a strip of land between the Atlantic Ocean and the Halifax River. On the ocean side is the world-famous automobile speedway beach. For several hours when the tide is out one can motor from Ormond Beach to Mosquito Inlet on a clean, hard roadway of packed sand. The distance is about 20 miles.

In 1911 Bob Burnham drove a Blitzen Bentz, 4 cylinder, $8\frac{1}{8}$ bore, for a record of $141\frac{83}{100}$ miles an hour, or $25\frac{41}{100}$ seconds per mile, on the Ormond-Daytona Beach speedway.

The beach itself is one of the widest and finest in the country. The bathing is good all the year round. In fact Daytona Beach and Seabreeze have become the summer resort for the rest of Florida. Many all-year residents of interior cities spend July, Au-

gust and September along these ocean beaches. To encourage this the chambers of commerce have arranged a mid-summer carnival, one of the few events of this kind in Florida outside the winter months.

During the winter season the Florida Forum holds a Chautauqua course in the new Daytona Beach Auditorium with lectures, concerts and entertainments.

EXCURSIONS

1. Boat leaves the wharf at 29 South Beach Street, Daytona, daily, at 9:00 a.m. for trip up Tomoka River. It stops at Ormond at 10:00 a.m. Returns in the afternoon.

THE TOMOKA RIVER TRIP

The Tomoka River takes its name from the tribe of Indians which at one time inhabited this section of Florida. Concerning this tribe Rhodes and Dumont, in their valuable "Guide to Florida" (a book to which the present writer is much indebted), state, "This tribe was a well-known and important one, and was among the Floridian Indians comparatively civilized. Their language in especial seems to have been held in high estimation throughout the peninsula, and served as a general means of intercourse, was in fact a kind of noble language or lingua franca. It engaged the attention of missionaries and students. Works on it are among the

earliest Spanish writings on Florida, and a translation of the catechism into it was perhaps the first book ever printed in the Indian language."

The river curves gracefully among moss draped oaks and cypress, palms, palmettos and magnolias. There is always a good chance of sighting a turtle or alligator as the Tomoka River is a preserve. The boat stops for lunch at Tomoka Cabin, where there is a flowing well.

2. Every Tuesday and Friday excursions are run South from the wharf, at 29 South Beach Street, Daytona, to **Ponce Park, Mosquito Inlet and Coronado Beach.**

A short distance out of Daytona is the new suburb of **Rio Vista**, fostered by a real estate company. It is an attractive community of Spanish houses. A golf club with an eighteen-hole course and a 150-room hotel are under construction.

From **Rio Vista** the road continues south through **Port Orange** to **New Smyrna.**

NEW SMYRNA

(Estimated population 4500. 125 m. from Jacksonville)

RAILROAD

Florida East Coast. Fare to Jacksonville, \$4.49. New Smyrna is the junction point for branch lines to Okeechobee and Orange City junction.

HOTELS

Rio Vista, A—200; Ocean House, A—150.

GOLF COURSE

New eighteen-hole golf course laid out on site of an old orange grove.

The town of New Smyrna was founded in 1767 during the English régime in Florida by a certain Dr. Andrew Turnbull, a wealthy Englishman. His wife came from Smyrna in Asia Minor. Hence the name. Turnbull procured a grant of 60,000 acres from the crown. He induced a great number of families from the Spanish island of Minorca to emigrate to Florida. After three years they were to receive fifty acres per family. Turnbull erected a castle on one of the shell mounds. In furtherance of his ambitious plans for his colony he started the settlers to work digging canals to drain the swamps and had them plant sugar and indigo. In 1772 he had 3000 acres of indigo under cultivation. Unfortunately he did not remain in Florida but sailed back to England, leaving the management of his colony to agents. The agents soon oppressed the settlers until in 1776 they revolted. Most of them fled to St. Augustine and the colony was abandoned. Ruins of Turnbull's castle, sugar mills, and canals may still be seen.

Coronado Beach, across the Hillsboro River, on

the Atlantic Ocean, offers surf bathing and a twelve-mile road along the beach to Eldorado.

Near New Smyrna also is the famous **Turtle Mound**, perhaps the largest shell mound in Florida. It is over fifty feet high, which makes it a prominent landmark in a flat country—so much so that it is supposed to have been the first land sighted by Ponce de Leon in 1519. Turtle Mound is shown on all the old charts of Florida whether Spanish, French, or English, and it is mentioned by several of the early writers on Florida. The county recently started to use the shell deposits for paving material but the state historical society succeeded in preventing its destruction.

TITUSVILLE

RAILROAD

Florida East Coast Railroad. Titusville is also a junction point for the branch line to Maytown, Enterprise Junction and Okeechobee.

HOTEL

Dixie Inn, A—100.

Titusville is the county seat of Brevard County, and is one of the oldest towns on the central East Coast. It is situated on the Indian River, which is six miles wide at this point. The Indian River is the longest of the narrow, salt water lagoons which border Florida's East Coast.

The new highway from Orlando to the East Coast joins the Dixie Highway at Titusville.

OKEECHOBEE

(Off the Dixie Highway)

RAILROADS

Inland branch of Florida East Coast Railroad and extension of Seaboard Air Line.

HOTEL

Southern Hotel, A—50.

FISHING

There are fresh water trout and bass in Lake Okeechobee and nearby streams. It is a center for commercial fishing. Something like 7,000,000 pounds of fresh water fish, chiefly catfish, are taken from the lake every year.

HUNTING

Quail, wild turkey, squirrel and wild duck. Occasionally the experienced hunter will get a deer.

Okeechobee is in the pioneer country, a little off the regular tourist line. Lake Okeechobee is the second largest fresh water lake entirely within the limits of the United States. It has a remarkably even climate. The muck soil around the lake is good for truck farming.

The Florida East Coast Railroad plans to extend

their line from Okeechobee down to Miami, opening up the Everglades as fast as they are drained.

THE INDIAN RIVER ORANGE COUNTRY

Extending roughly from Titusville to Melbourne, the Indian River orange country produces some of the finest and juiciest oranges grown in this country.

Merritt Island, together with about 30 miles of mainland across the Indian River from it, has become the center of the Indian River orange groves. When the trees are all bearing these groves make a sight that is a delight to the eye. Some trees are so thick with oranges that there is scarcely room for a leaf.

Throughout this section the Dixie Highway winds along the bank of the Indian River, separated from it only by a row of graceful palms bending out over the water. On the other side of the highway are the orange groves with rows of full bearing trees stretching back as far as the eye can see.

On many of the gates are huge baskets filled to overflowing with great round oranges waiting to be sold to automobilists.

The air of this region is fragrant and balmy, the view of the Indian River through the palm trees is superb. Altogether these thirty miles leave in the

mind of the motorist one of his pleasantest memories of Florida.

COCOA AND ROCKLEDGE

(Estimated population 4500. 173 m. from Jacksonville.)

RAILROAD

Florida East Coast Railroad (main line). Fare to Jacksonville, \$6.24.

HOTELS

At Cocoa: New Hotel Brevard, on Oleander Point, overlooking the Indian River, just completed for season of 1925, E—250—\$2.00 up; Knox, E—100—\$1.50 up; Cocoa House, A—150—\$5.00 up.

At Rockledge: New Indian River House, facing Indian River, opened 1924, A—300—\$7.00 up; The Oaks, A—150, \$5.00 up.

GOLF COURSE.

Good nine-hole course on Merritt Island in the Indian River. Busses run regularly from Indian River House.

FISHING

In the Indian River and headwaters of the St. John's River, bream, channel bass, mutton head, sailor's choice, sheepshead. There is some deep sea fishing.

HUNTING

In the back country in the headwaters of the St. John's River, which comes to within three miles of the Indian River at this point, are quail, rabbit, wild duck and wild turkeys.

Cocoa and Rockledge are pleasantly situated on the banks of the Indian River. Between them and the beach lies **Merritt Island**. The water between Merritt Island and the beach is called the Banana River. **Cocoa Beach**, on the ocean, is a fine sandy bathing beach connected with Cocoa via Merritt Island over a new cement causeway.

The two towns of Cocoa and Rockledge run together so it is hard to tell just where the division is, but the chief business section is in Cocoa. The town has been hit by the Florida boom. In the last year or so they have built new banks, new schools, new everything, in the hope of becoming a second Miami. Rockledge is so named because there is a ledge of rock six to ten feet high along the river at this point, which in Florida is quite a prominent natural feature.

The twin cities are situated almost in the center of the Indian River orange belt and ship carloads of fruit north every winter. The king orange, grown extensively in the vicinity of Cocoa and Rockledge, has made an especially enviable reputation for itself throughout the country.

From Rockledge the Dixie Highway passes through Eau Gallie, with a harbor and yacht club on the Eau Gallie River, to Melbourne.

MELBOURNE

(Estimated population 3700)

(194 m. from Jacksonville)

RAILROAD

Florida East Coast Railroad. Fare to Jacksonville, \$7.00.

HOTELS

Melbourne Hotel, Orange Spot Inn, Indialantic Hotel, Stephens Hotel, Brown House.

GOLF COURSE

Melbourne Golf and Country Club, nine holes, length 2960 yards, grass greens.

Melbourne is located about halfway from Miami to Jacksonville on a low bluff on the banks of the Indian River. It is connected by a new bridge with its ocean beach resorts, Indialantic-by-the-Sea and Melbourne Beach.

South of Melbourne the Dixie Highway is being greatly improved, necessitating a detour which leads back to the main road at Vero, from which a paved road passes through St. Lucie, home of Senator Vare of Pennsylvania, to Fort Pierce.

FORT PIERCE

(Estimated population 4500. 242 m. from Jacksonville)

RAILROAD

Florida East Coast. Fare to Jacksonville, \$8.70.

HOTELS

New Fort Pierce Hotel, A—250; Hotel Colonial, E—75.

GOLF COURSES

Nine-hole course, length 3002 yards, grass greens.

Fort Pierce is the county seat of St. Lucie County, a small thriving city maintained largely by the citrus industry and commercial fishing.

A few miles below Fort Pierce one reaches Stuart, made famous by President Cleveland's fishing trips. Near by is the outlet of the St. Lucie Canal from Lake Okeechobee, while farther along, on St. Lucie Inlet, is Port Sewell.

OLYMPIA—PICTURE CITY

(275 m. from Jacksonville)

RAILROAD

Florida East Coast.

HOTEL

Olympia Beach Inn, A—100, on Jupiter Island.

Around the railroad station on the mainland the pine forest has been laid out in streets in the hope of making a large city. The resort itself is on **Jupiter Island**. There is a nine-hole golf course, now being increased to eighteen holes, and a bathing beach. South of the golf course is a colony of fine winter homes on either side of an avenue of Australian pines. Still farther south are the cliffs known as the Spouting Rocks.

EXCURSION

By water to Jupiter Inlet at the mouth of Jupiter River. The settlement here dates back to the pioneer days of Southern Florida. Years ago the government erected a lighthouse on the sand dunes. Jupiter Light is known to all mariners who have sailed to Cuba, Mexico or Panama.

Beyond Olympia the automobile road crosses the Jupiter River at **Jupiter** and passes through the hamlet of **Kelsey City** to West Palm Beach.

WEST PALM BEACH

(Estimated population 40,000. 299 m. from Jacksonville)

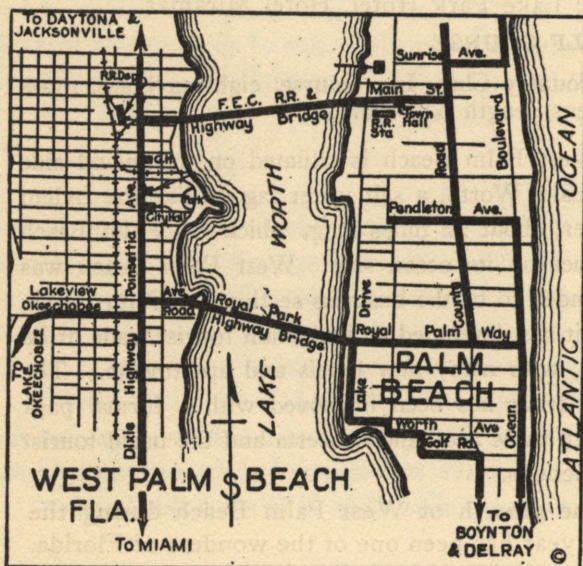
RAILROADS

Florida East Coast and recent extension of Seaboard Air Line. Fare to Jacksonville, \$10.77.

AUTOMOBILE BUSES

For Miami, leave City Park every hour. Fare, \$2.50. Running time, three hours.

For Jacksonville, twice a day. Fare, \$11.00.



By courtesy of H. D. Grant.

BOAT SCHEDULE

Bus leaves City Park 7:45 a.m., connecting with McCoy Bros. Everglades Boat Line for Moore Haven (on Lake Okeechobee), Fort Myers, Tampa and West Coast points. Fare to Moore Haven,

\$7.00. Moore Haven to Fort Myers, \$6.00. Meals extra. An overnight stop is made at Moore Haven.

HOTELS

El Verano, E—200 new; Palms, A—200; The Inn, A—150; Salt Air, A—150; Royal Palm, A—100; Lake Park Hotel, Hotel Miramar.

GOLF COURSE

Country Club, Inc., course, eighteen holes, grass greens, length 6250 yards.

West Palm Beach is situated on the inland side of Lake Worth, a salt water lagoon like the Indian River, about 22 miles long, which has Palm Beach proper on its ocean side. West Palm Beach was intended to be the business section for Palm Beach, but it has developed an important tourist trade of its own, with many new hotels and apartments. The lake front has been improved with a formal park where there are band concerts and the usual tourist attractions.

The growth of West Palm Beach during the past year has been one of the wonders of Florida.

PALM BEACH

(Estimated population 3500. 300 m. from Jacksonville)

RAILROAD

During the season the Florida East Coast Railroad runs direct to the Poincianna and Breakers

Hotels. In the summer it runs only to West Palm Beach.

HOTELS

Royal Poincianna, A—1500—\$10.00 up; (probably the largest resort hotel in the world), Danelli, Alba, new Palm Beach and Whitehall. The Breakers, burned in 1925, will be rebuilt for the season of 1927. The contract for the new hotel calls for an expenditure of \$6,500,000.

GOLF COURSES

The Golf Club course between the Hotel Breakers and the Poincianna is a level eighteen-hole course with sand greens.

The Country Club course, eighteen holes, grass greens, length 5744 yards; is over slightly rolling country.

The Everglades Course (nine holes, grass greens), is for club members only.

The Gulf Stream Country Club (eighteen holes, grass greens) is new, but like the Everglades Club, is for members only.

FISHING

From Fort Pierce south is the region of real deep sea fishing on the East Coast. A guide boat can be hired at West Palm Beach for about \$15.00 to \$25.00 a day to take a party out into the Gulf Stream. The fisherman is almost sure of getting mackerel, grouper, barracuda or kingfish. The ocean off Palm Beach is one of the prize spots for sailfishing and to bring in a sailfish is a worthy ambition for any novice.

Palm Beach, on the ocean side of Lake Worth, is so well known as a fashionable winter resort that it needs little description here. But it is worth noting that the mode of life there has changed in recent years. In times past the hotels were the center of social activities. Several years ago the colonists began building cottages and clubs so that now the casual visitor sees very little of the social life of the resort.

A string of magnificent estates runs the entire length of the Ocean Drive. North of the country club is the new Joshua S. Cosden place on the very edge of the ocean. It was designed by Addison Mizner who has been to Palm Beach almost what Carrere and Hastings were to St. Augustine. In the interior are splendid old tapestries and 16th century Spanish furniture. There is an enormous ballroom. Even the bathrooms are said to be of green marble with antique velvet hangings.

On the Ocean Drive between the Country Club and the hotels is the Stotesbury house, another Castle-in-Spain by Mizner, while on the lake side is the beautiful home of Joseph Reiter. Just south of the Poincianna on Lake Worth is **Whitehall**, the enormous colonial mansion of Henry M. Flagler. It is now an annex of the new Whitehall apartment hotel opened in January, 1926.

South of the hotels is a region of pleasant villas

embedded in palm trees, many of them with Spanish patios and picturesque iron grilles. Near the ocean are the homes of Senator Frelinghuysen of New Jersey, and Mrs. Florenz Ziegfeld (Billie Burke), Anthony Biddle, Rodman Wanamaker and others. On the Lake Worth side is the **Everglades Club**, which follows roughly the lines of a Spanish renaissance church surmounted by a belfry tower. It has an ideal setting on the shores of Lake Worth surrounded by high waving palm trees and tropical shrubbery. The interior is severely Spanish. There is a charming patio and a terrace overlooking Lake Worth, which in the evening is bathed in soft white light from an artificial moon.

South of the Everglades Club are more estates bordered with oleanders, hibiscus and cocoanut palms. After a drive of several miles along the ocean boulevard one comes to the new Gulf Stream Golf Club with a rather ornate clubhouse.

Palm Beach is still famous for its wheel chairs, but they are not used as much as they were before the distances became so great. They are still convenient for going down the **Lake Trail** just north of the Poincianna on which bicycles and wheel chairs are the only vehicles permitted. The unpretentious white building just north of the railroad track is the famous **Beach Club** (Bradley's). One must be introduced by a member in order to gain admission;

evening dress is compulsory in the evening. It is an expensive place to dine but has been spoken of as one of the five or six best eating places in the world. Certainly there is no other spot where one will see more beautiful gowns or handsome jewelry more lavishly displayed. The atmosphere of Bradley's does much to give Palm Beach its reputation of being the most Continental watering place in America.

Beyond the Beach Club the Lake Trail is a tropical setting for a string of smart little shops. Farther along is a moving picture house in an imposing arcade.

From the Hotel Royal Poincianna which faces Lake Worth an avenue of tall pines leads to the Breakers Hotel on the ocean.

Next to the Breakers Hotel is the **Bathing Casino**. The old wooden bath house was torn down a couple of years ago and replaced by a model bathing establishment with a large outdoor swimming pool set in a Moorish patio and a terrace along the beach for strollers who dislike getting sand in their shoes. As everyone in Palm Beach assembles on the beach between twelve and one o'clock, the casual tourist should make it a point to be on hand at that time. If possible it is well to take some one along who can point out the notables. It is the one place where you are most likely to see them.

The Cocanut Grove in the gardens of the Poincianna is still a favorite spot for tea. There is a good dance floor, good music and, as the sun goes down over Lake Worth, little colored lights appear in the palms overhead, so that one dances in a little fairy-land of tropical scenery.

In the evening there is dancing in the Palm Room of the Poincianna and now at the Club Montmartre, Palm Beach's one supper club, opened in 1924.

Palm Beach is a favorite rendezvous for yachtsmen. The lake in front of the Poincianna dock is filled with splendid yachts, houseboats and speed boats which make a brave showing against the brilliant new skyline of West Palm Beach.

Much of the very real charm of Palm Beach lies in its long stretch of ocean frontage along which one may motor for miles. The natural growth of Spanish bayonet, palmetto, wild grape and cocanut palms almost hides the beautiful homes that face the ocean. Out in the water, less than a mile from shore, one sees a continuous procession of Southbound steamers passing through Hawk Channel. The reefs which make this channel are still under water but geologists state they may sometime gather enough sand around them to form a second series of keys along the East Coast similar to those on which Daytona Beach, Palm Beach and Miami Beach are now located. Ships bound North keep many miles

farther out in the Atlantic in order to get the full benefit of the Gulf Stream.

Motoring from Palm Beach to Miami one may continue along the Ocean Drive as far as Delray Beach. From here a good road leads across the canal connecting Lake Worth with Hillsboro Inlet (part of the inland waterway to Miami) and joins the Dixie Highway less than a mile from the ocean at Delray.

DELRAY

(Estimated population 2200)

RAILROAD

Florida East Coast

HOTELS

Kentucky House, A—100; Boynton Hotel, A—100, on the beach at Boynton.

Delray is one of the few resort towns on the mainland which is not separated from the ocean by a bay or lagoon.

The land around Delray is particularly adopted to the growing of pineapples and other tropical fruits because the warm winds from the Gulf Stream, which runs close to the Florida coast from Miami to Palm Beach, tend to prevent frost.

Below Delray the railroad and the Dixie Highway

pass through **Yamato**, originally a Japanese colony; **Deerfield** at the junction of the Hillsboro canal and the Hillsboro river; **Pompano**, with a beach on the ocean, to Fort Lauderdale.

FORT LAUDERDALE

(Estimated population 7800. 341 m. from Jacksonville; 25 m. from Miami)

RAILROAD

Florida East Coast. Fare to Jacksonville, \$12.29.

HOTELS

Broward, E—100; Tarpon, A—50; New River, A—35; Gilber, E—75—\$3.00.

GOLF COURSE

Fort Lauderdale Golf and Country Club, increased this year to eighteen holes, grass greens.

FISHING

Every little while some one catches a tarpon in the New River almost within the city limits of Fort Lauderdale.

Fort Lauderdale is a good looking city, county seat of Broward County. The New River, one of the outlets of Lake Okeechobee, runs through the center of the city. The town is a couple of miles inland but there is a good road to the ocean beach.

Fort Lauderdale is in the center of what is becoming a truck farming district of land reclaimed from the Everglades by drainage. 2500 carloads of beans, potatoes, tomatoes, peppers, etc., were shipped last year. Much of it was brought in by canal from the Everglades. The town is known as the gateway of the Everglades. One can go up in a small boat to see the Everglades and a Seminole village not far from Fort Lauderdale.

HOLLYWOOD-BY-THE-SEA

RAILROAD

Florida East Coast.

HOTELS

Hollywood Beach Hotel, A—750—\$16.00 up (opened January, 1926); Hollywood Hills Inn, A—400—\$12.00 up; Park View Hotel, E—150—\$3.00 up.

GOLF COURSES

Hollywood golf course, nine holes, grass greens.

This is a city laid out by a real estate company on a grand scale. They have built a good hotel and a beautiful golf club which has an open-air dancing patio with a glass floor under which are shifting colored lights.

Below Hollywood at Fulford a good road leads east from the Dixie Highway to the ocean connecting with the road to Miami Beach across the new government cut.

If the traveler continues on the Dixie Highway he crosses **Arch Creek** over a natural bridge, and passes through **Little River** where avocados, papayas, sapodillas and other tropical fruits are grown, into Miami.

MIAMI

(Estimated population 105,000. 366 m. from Jacksonville; 1522 m. from New York)

RAILROAD

Florida East Coast. Fare to New York, \$49.72. Fare to Jacksonville, \$13.17.

STEAMSHIP LINES

To New York via Clyde Line. Steamer leaves Municipal Pier, Miami, every Wednesday, calling at Jacksonville and arriving at New York Sunday. Minimum fare, including berth and meals, \$49.72. This service was inaugurated November, 1924.

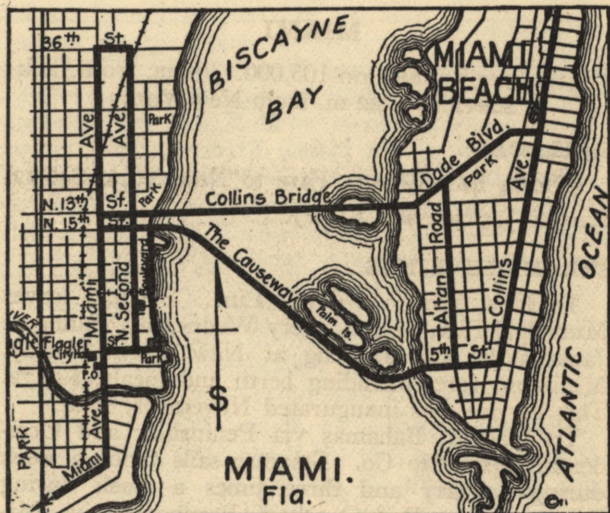
To Nassau, Bahamas via Peninsular and Occidental Steamship Co. Steamer sails twice a week during January and three times a week during February from P. & O. wharf, Bayshore Drive, Miami, at 3 P. M., arriving at Nassau about 8:30 the following morning. Minimum fare, including berth and meals, \$25.00. Round trip, \$42.00. There is a tax of \$1.00 on each passenger going out of or into the United States. No passports are necessary for the Bahama Islands.

To Baltimore via the Baltimore-Carolina Steamship Co. Weekly sailings from Municipal Wharf, Miami. One way fare, including berth and meals, \$45.00. Length of voyage about three days.

AUTOMOBILE BUSES

Leave 6 So. Miami Ave., Miami:

For Jacksonville, daily at 8:00 a. m. (overnight stop at Cocoa), arrive Jacksonville at 5:30 p.m. of second day. One way fare, \$12.50.



By courtesy of H. D. Grant.

For West Palm Beach, every hour from 8:00 a. m. to 7:00 p. m. Trip takes three hours.

For Homestead and Florida City, about every hour.

For Miami Beach, Fort Lauderdale, Hialeah, Hollywood, Coral Gables, etc., frequent busses from Flagler Street.

AEROPLANES

Via Aeromarine Airways at 37 North Bay Shore Drive. Fare to Bimini, \$25.00; to Key West, \$60.00; to Nassau, \$75.00; to Havana, \$75.00. No schedule nor assurance of regular flights.

HOTELS

McAllister, E—600—\$6.00 up, on Bay Shore Drive; Miramar Inn, A—200—\$12.50 up; Royal Palm, A—600—\$10.00, an F. E. C. hotel with tropical gardens, on the Miami River; Urmey, A—300—\$8.00 up; Plaza, A—300—\$7.00 up; Strand, E—150—\$3.00 up; Leamington, E—150—\$3.00 up; Halcyon, A—200—\$7.00 up; El Comodoro, E—500; Dolphin, A—200—\$5.00 up; Graylyn, A—300; Fairfax, E—75—\$10.00 up; Cortez, A—250; Ponce de Leon, Everglades, Grenada, Henrietta Towers, Villa d'Este and other large apartment hotels. Forty-six new hotels and 315 new apartments were opened in Miami for the season of 1926 giving the city 136 hotels and 665 apartment houses to take care of its winter visitors. Restaurants and rooming houses of all varieties and prices are available.

GOLF COURSES

Miami Country Club, eighteen holes, length 6244 yards, grass greens; is the best in Miami. Rates are \$2.25 per day, \$11.50 per week, \$35.00 per month, \$60.00 per season.

Coral Gables Golf Club, eighteen holes, grass greens. Rates \$1.50 per day, \$7.00 per week, \$50.00 per season.

Miami-Hialeah Club, eighteen holes, length 8225 yards, grass greens, has the same rates.

FISHING

Guide boats are obtainable at the City Docks on the new Bay Shore Parkway or at the docks of the Royal Palm Hotel. Charges range from \$10.00 to \$25.00 per day. These boats take you to the reef which is out five or six miles in the Atlantic Ocean east of Miami Beach. On the way out you pass through the cut which the government has dredged to make a deepwater channel into Miami. The vessel embedded in the sand south of Miami Beach is one of the cement ships built by the government during the war. Much of the fishing is done on the edge of the Gulf Stream. You will notice a distinct line between the deep blue of the Gulf Stream and the green of the water inside it. Your fishing boat will be passed by a steady line of freighters bound for the Gulf of Mexico, Cuba and the Panama Canal. The deep water abounds in kingfish and amberjack, with a rare sailfish. In the shallower water of the reef are barracuda, grouper, and Spanish mackerel in abundance.

Miami is the county seat of Dade County and the farthest south of any city on the mainland of the United States, being at about the same latitude as Cairo, Egypt.

Fort Dallas (now a tea room in Fort Dallas Park on the bank of the Miami River) was built during the Seminole War and later abandoned. The town of Miami was a tropical hamlet until 1896 when the Florida East Coast Railroad came in. Since then its progress has been phenomenal. Between the census of 1910 and that of 1920 it was the fastest

growing city in the United States. The city has spread out for miles and values of real estate in the center of town have gone up to fabulous prices. Flagler Street and Miami Avenue, running at right angles to each other, form a cross from which all other streets and avenues are numbered—northeast, northwest, etc.

Flagler Street, the chief business street of the city, has been transformed in the last few years with handsome new office buildings. The real estate offices that line it present a curious spectacle. One is decorated like a renaissance palace or a Fifth Avenue art shop with tapestries, candlesticks and dolmans in a picturesque arcade; another has an open-air court with fountains, music and colored lights. The street is thronged from early morning till midnight; it combines the thrill of the stock exchange with the charm of the tropics.

The visitor should be sure to see the thousands of water craft of all descriptions that line the banks of the Miami River and Biscayne Bay. There are canoes, fishing smacks, cruisers, houseboats, schooners, everything up to the largest steam yachts. It is the largest winter colony of yachts in the world. Driving along Bay Shore Drive, recently broadened with a park between it and the bay, one passes the McAllister Hotel, the Biscayne Bay Yacht Club, the Anglers Club, the new 22-story office building

erected by former Governor James M. Cox of Ohio, and several large apartment hotels.

From Bay Shore Drive the visitor will pass through **Miramar** with its handsome residences overlooking the bay, out to **Buena Vista**. From there he can turn west and go to **Hialeah**, a suburb of Miami where the dog races are held in the afternoons and **Jai-Lai** games at night. The **Miami Jockey Club** at Hialeah is a center for turfmen from the entire United States. The racing season brings the world of sport and fashion to the Hialeah track every afternoon.

Coral Gables, south of the Miami River, is unique among American cities in its design and development. Because of the magnitude of its recent expansion it is described in detail in the appendix.

South of the Miami River running along Biscayne Bay is Brickell Avenue and Point Vue, another section of handsome residences. At the far end of Brickell Avenue, the next to the last house before the turn is "Villa Serena," the home of William Jennings Bryan. Just beyond, the road turns abruptly west at the high wall of "**Villa Vizcaya**," the winter home of James Deering (grounds open from two to four in the afternoon Wednesdays and Sundays, well worth a visit). He is supposed to have spent seven million dollars on this estate

which has been over eight years in course of construction. Facing the bay is the villa itself, a Venetian palace designed by F. Burrell Hoffman and furnished largely with antiques direct from Italy. Near it are the great formal gardens laid out in the Italian manner with pools and much statuary. On either side of the main highway which cuts the estate in two, are high walls covered with bougainvillea and bignonia vines. When both are in bloom the vivid contrast of purple and orange colored blossoms is arresting and gorgeous.

South of the Deering Estate is the somewhat exclusive colony of **Cocoanut Grove**. Along the bay are the Arthur Curtiss James place, the Commodore Matheson place, the Kirk Monroe place, and others. (This, by the way, is the Kirk Monroe who has long been famous for his thrilling books for boys.) The Congregational Church was modeled from an old Spanish chapel in Mexico City.

One sight not to be missed in Miami is the garden of the Royal Palm Hotel. Practically every plant grown in Florida may be found there labeled with its local as well as its botanical name. Among others are Washington Palms, Royal Palms, Travelers Palms, Spiral Palms, poinsettias, croton, night-blooming cereus, hibiscus, etc. In the park in front of the hotel, tourists indulge in horseshoe pitching and similar games. Pryor's Band plays there after-

noons and evenings, while on Sunday mornings are held the famous outdoor Bible classes which were conducted by William Jennings Bryan during his lifetime.

EXCURSIONS

1.—Glass bottom boat leaves City Dock at 10.45 a. m. for the **Marine Gardens**. Returns about 5:00 p. m. Fare, luncheon included, \$2.50. In the clear waters of the bay and the ocean may be seen coral forms, sea fans and ferns, odd fish and strange submarine life.

2.—To **Cape Florida** by boat. Fare 50¢. Gives view of Biscayne Bay and old Florida Light. The light was abandoned in 1878. There is a story that in 1836 the lone lighthouse tender was attacked by Indians. They set fire to the lighthouse and all the oil which was stored inside, blazed up. The keeper, who had been wounded, crawled out on the edge of the parapet, where he lay unconscious during the fire. After the Indians left, a ship, attracted by the blaze of the lighthouse, sent a small boat ashore. They succeeded in getting the lighthouse tender to the ground by means of ropes. Although badly scorched he was still alive and was taken to a hospital in the North where he lived for many years.

3.—Up the Miami River to **Musa Isle**, the **Tropical Gardens** and the **Seminole Village**. Needless

to say, the Seminole Village of this excursion is really an exhibit where visitors pay 25¢ apiece to see how the Indians live. City lots are being sold miles beyond this village. What few real Seminole villages are left are far back in the Everglades.

On this trip also there is an alligator farm where the tourist who enjoys that sort of pet may buy a baby alligator to take home to his children.

THE ISLANDS IN BISCAYNE BAY

Biscayne Bay which separates Miami from Miami Beach is a considerably wider body of water than the Halifax River or Lake Worth. A broad cement causeway (5 miles long, cost \$1,000,000) connects Bay Shore Drive, Miami, with Alton Road, Miami Beach. Between the two cities lies a group of islands overgrown with palms, tropical shrubbery and Australian pines. The shores of these islands are dotted with Spanish and Italian villas whose balconies and terraces overlook the blue waters of Biscayne Bay.

These are all made islands, put there during the last five or six years. In the old days of the Collins bridge there was not an island between the two shores, but, when property values around Miami began to rise, adventurous real estate men bought up the land under water in the bottom of the bay, outlined their future islands by sinking piles and wooden

bulwarks, and then began pumping sand from the shallow bottom of the bay into the space enclosed by piling. When the sand had been heaped several feet above the water level and the water had all seeped out, they began planting shrubs, laying out roads, buildings houses and selling lots. To-day the older islands are as much a part of the landscape as though they had always been there. Except for their regular outline there is nothing to differentiate them from those which are the work of Nature.

The rose-colored villa on **Palm Island** is the Palm Island Club, a casino on the order of Bradley's at Palm Beach, with a restaurant whose food is very nearly as tempting as Bradley's. The distinctive little building at the far end of **Star Island** is the Star Island Yacht Club, a favorite spot for the people of Miami Beach to entertain but not a rendezvous for visiting yachtsmen. On a small island all by itself is the **Flagler Memorial**, a tall obelisk with allegorical figures about the base.

The causeway leads into Miami Beach at the junction of Alton Road and Fifth Street.

MIAMI BEACH

(Estimated population 11,000.)

No railroads. Connected by automobile causeway and trolley with Miami. Approached from Fulford along the ocean by an automobile road.

AUTOMOBILE BUSES

For Miami Beach leave every few minutes from Flagler Street, Miami.

HOTELS

Flamingo, overlooking the bay, A—400—\$15.00 up; Pancoast, on the ocean, A—250—\$10.00 up; Nautilus, on the bay, A—400—\$15.00 up; Lincoln, A—100—\$10.00 up; Marlborough, A—150—\$10.00; Wofford, on the ocean, A—225—\$7.50 up; Fleetwood, A—600; Pennsylvania, A—100; The Floridian overlooking Biscayne Bay, Roney Plaza on the ocean opposite the casino, and the King Cole Hotel on Surprise Lake, are all newly opened hostleries of the highest type.

Supper Clubs are popular at Miami Beach. The Embassy Club is located in the Beaux Arts Building, the Lido is on Hibiscus Island, reached via the causeway to Palm Island.

Restaurants, apartment houses and small hotels abound in the southern section of Miami Beach.

GOLF COURSES

Miami Beach Golf Club (on the canal near the Casino, eighteen holes, grass greens, is a well kept but rather level, course. Bay Shore Country Club, eighteen holes, grass greens, 6250 yards, is a new course that will be one of the best in Florida as it grows older.

Flamingo Golf Club, nine holes, grass greens, length 3150 yards, is a dub course for ladies from the hotel. It is to be turned into house lots as soon as a few more of those already laid out have been sold.

BATHING

The ocean at Miami is warmer than at any spot in Florida. If you have a liking for clear beaches and clear salt water that is not too cold and is not filled with seaweed and rubbish, Florida is by all means the place for you to do your swimming. Its only drawback is that it spoils you for northern beaches.

The Casino at North Beach (admission to beach 25¢, bath house \$1.00) is more like the Breakers Casino at Palm Beach. All the members of the smart winter colony appear there at noon whether they are swimming or not. There are two large cement pools where you may swim leisurely to music; a balcony where you may lunch in bathing costume if you so desire; a restaurant with a large dance floor; and of course the ocean itself.

There are three bathing pavilions—Smith's, Hardie's and the Casino at North Beach. The first two are on the order of the bath houses at northern beaches. They are clean and well kept; each has an outdoor swimming pool for those who prefer a pool to the ocean. The beach calisthenics which are held at both places at 2:30 every afternoon except Sunday, are well worth seeing. Men and women of all ages, weights and measurements go through a series of gymnastics in cadence, or at least as near in cadence as they can make it.

Several new beach clubs and casinos were opened for the season of 1926, including a large casino at 61st Street and the ocean. The LaGorce Club on the island of that name will be for members only.

The Allison Hospital, erected by James A. Allison in 1925, is as completely equipped as any hospital in American. It is located on Allison Island near the new King Cole Hotel. Dr. Edward Scott is Chief of Staff.

Miami Beach is quite a sizable city but is a resort town pure and simple, which even advertises that industries are not solicited and not desired. It has many magnificent winter homes but they are so scattered that the visitor's first impression is that of being in a city of boulevards, parks, hotels, and golf courses. Among others are the homes of Carl Fisher, who built the Indianapolis speedway and most of Miami Beach; Heinz; Grasselli; Hasbrouck; E. R. Thomas; Paul Brooks; Cecil Fowler; and James M. Cox, Democratic nominee for president in 1920. The Pancoast Hotel is a well proportioned building in Italian renaissance with a private bathing beach on the ocean. The show place is the estate of Harvey Firestone, maker of automobile tires, which stretches from the ocean to Indian Creek

Polo forms one of the chief attractions of Miami Beach—some of America's leading poloists, particularly those from the Middle West, make Miami Beach their winter headquarters. A series of games is held every year with the Cuban army team which the Americans usually win handily.

Every afternoon during the season there is tea and dancing in the gardens of the Flamingo and Nautilus Hotels. At the landing nearby are Venetian gondolas piloted by genuine Italians in which one may explore the waterways between the islands. Speed boats, yachts and houseboats, anchored off the Flamingo landing in Biscayne Bay, add gayety to the water vista. Early in his stay the visitor to Miami Beach should make a trip to the roof of one of the hotels to get an aerial view of the surrounding country. On one side is Biscayne Bay with its curious man-made islands. Just below is a picturesque toyland of green avenues, villas, and gardens, and far away on the other side is the changeless blue of the Atlantic Ocean.

No story of Miami Beach would be complete without a word about Carl Fisher, the millionaire genius who created it, and who in fact is still creating it, because the end of his far-flung plans has not yet been reached.

Ten years ago this place was a narrow strip of sand along the ocean, bordered on the bay side by a

wide mangrove swamp. Until you have seen a Florida mangrove swamp you cannot realize what an impenetrable jungle of vegetation this is. The mangrove bush or tree grows in shallow salt water. Its roots come a foot or two out of water but are so twined and interlaced with the lower branches that it is hard to distinguish branch from root. There is no place where you can put your foot on dry land. To go through one of the swamps you must balance yourself on a network of roots, while clinging unsteadily to slim, pliable branches.

This did not daunt Fisher in the least. He put a huge gang to work cutting down the mangroves and pumping in sand from the bottom of the bay until to-day there is a strip of solid land a mile wide which Mr. Fisher has covered with trees and shrubs and skyscraper hotels. Cottages, apartments, polo fields and golf courses have replaced the jungle, snakes and alligators of a few years back.

Mr. Fisher continues to clear off and fill in more and more mangrove swamp every year, making new land which he proceeds to beautify with wide boulevards, fine hotels, and attractive villas. Bougainvillea vines, hibiscus and oleander shrubs, as well as full grown cocoanut palms, are soon planted around them, so that in a few months the new colony has the appearance of having been there for years.

EXCURSIONS TO THE EVERGLADES

Even the casual tourist is anxious to get a little idea of what the Everglades look like. They are reached by ~~three~~ good roads from Miami. The first takes you past Hialeah and the **Curtiss-Bright Ranch**, following along the side of a drainage canal which comes from Lake Okeechobee. The sand which was thrown up on the sides of this canal is gradually being taken to Miami to fill in mangrove swamps. Along the road are small truck farms where tomatoes, potatoes, etc., are raised on land recently reclaimed from the Everglades. On the left about seventeen miles out, is the mill of the Pennsylvania Sugar Company which owns thousands of acres of land in this section. From here on the road gets worse until you reach the undrained portion of the Everglades, swampy prairie land which is almost entirely under water during the wet season of September and October.

Another road to the Everglades follows the **Tami-ami Trail**, starting west from South Miami Avenue at S.W. 4th Street. This is the highway which is to be continued to Fort Myers and Tampa, making a short automobile connection with the West Coast.

The trip to **Royal Palm Park**, about 60 miles southwest of Miami, offers the third and most interesting view of the Everglades. (See following pages.)

THE COUNTRY SOUTH OF MIAMI

The Dixie Highway runs directly through Miami, (entering Miami from the north it runs into Second Avenue and then into Miami Avenue), past Coconut Grove and on south for forty-five miles to Florida City. It is a wide, well-paved road passing through a pleasant country of orange and grapefruit groves; and field after field of tomatoes. Dade County is the great tomato raising section of Florida, which ships in all about seven thousand car-loads of tomatoes North every year, in addition to those that are canned in the state.

About six miles south of Coconut Grove is **Chapman Field**, which was an army aviation base during the war, but has now been turned into a government experimental station, where the Department of Agriculture is trying out a variety of tropical and semi-tropical plants to see which ones can be grown to advantage in Florida. They are particularly experimenting with rubber to learn whether or not it will be possible to raise it in the United States, in case the supply from Brazil and the Malay Peninsula should ever be cut off.

GOULDS, HOMESTEAD and FLORIDA CITY

These are three thriving, fast growing little towns on the Florida East Coast Railroad in a rapidly de-

veloping fruit and agricultural section. Homestead is the metropolis of the region; Florida City, 45 miles southwest of Miami, is the farthest south of any town in the United States. From Florida City the railroad turns southeast and leaves the mainland at a village called Everglade. (This is a different town from the one Barron Collier is developing on the West Coast.) From there on the Florida East Coast R. R. is an overseas railroad passing over keys, embankments and viaducts to its terminus at Key West.

Royal Palm Park. From Florida City a fair automobile road runs southwest to the state reservation known as Royal Palm Park, passing on the way through a section of the Everglades. Royal Palm Park is, in fact, nothing more than a Florida hammock left in its original state. This means that years ago it was an island of dense virgin forest surrounded by the marshy water of the Everglades. It is maintained by a state society which has built a lodge where visitors can secure lunch or sandwiches, and even spend the night if they so desire. The warden is pleasant and agreeable about giving information. His wife is the matron. A few rose bushes have been planted around the lodge but otherwise everything has been left just as it was discovered years ago.

On this hammock, perhaps the farthest south of any in the Everglades, are found practically every kind of plant indigenous to Florida, together with several that are found in the West Indies, but are unknown to Florida except at this spot. Botanists believe that the seeds of these plants were deposited here by some West Indian hurricane of the past. This hammock being much better protected than the keys along the coast, the plants were able to grow and thrive.

The trees, mostly hardwood, are overgrown with ferns, vines, air plants, fungi and parasites of all kinds, making the entire tract a veritable jungle. A few trails have been cut through the dense undergrowth. Along these trails the warden will point out for you the various odd species of plants:—he shows you the *gumbo limbo*, a large tree with very smooth, shiney, twisted trunk; the *ink plant*, whose sap is dark purple and is used as a writing fluid by the natives of the West Indies; the *poison tree*, whose fine grained wood takes the highest polish of any wood known. In times past this tree was used for making high grade furniture but it was found that during a certain season of the year the wood exudes a poisonous sap even long after it has been cut, and no amount of treating will get it out. In several cases children who placed their hands on chairs made from it sickened and died from the

effect of the poison. Hanging from tree to tree like a great rope is a thick tropical vine called a *liane*. Although the stem is from two to three inches in diameter it is almost as pliable as rope and appears to have been placed in the jungles by nature as a swing for monkeys.

The park boasts one plant of an unknown species. Although it is evidently related to the coffee plant and has small red berries tasting somewhat like coffee beans, its exact duplicate has never been found elsewhere. Botanists expect that they will some day find other specimens in the West Indies as it has all the characteristics of a West Indian plant.

One particularly high *Royal Palm* tree, from which the park receives its name, rises high above all the rest of the forest. Curiously enough its smooth trunk is larger around near the top than it is at the base. It broadens as soon as it gets out of the jungle into the sunlight. Every year the warden puts gunny sack on the ground around the base of this tree to catch the seed from which he raises hundreds of shoots to be transplanted to city parks and estates throughout Florida.

The hammock is a resort for coons, wild cats and other wild life, including a great variety of birds—heron, ibis, plover, curlew and others. As a breeding ground for mosquitoes it is perhaps unsurpassed in Florida.

THE FLORIDA KEYS

The Keys are a chain of coral islands extending in a curved line southwest from Miami to Key West. Between them and the mainland is Florida Bay, a broad funnel-shaped body of shoal water. The keys are formed of limestone and coral rock, fantastically eroded. The surface is mostly coral and humus in which fruits, vegetables and wild tropical plants grow in great luxuriance. On the larger keys grapefruit, limes, sapadillos, mammees and tamarinds are grown by the natives in little cleared fields. Around these fields grows a tangled jungle of *lignum vitae*, mahogany, wild rubber and other tropical trees covered with vines, mosses and strange lichens. Here and there orchids, air plants and other curious fungi may be seen high up on the branches. Almost all of the keys are bordered by mangrove swamps. In fact many of the smaller keys have no dry land on them. When seen from a distance the mangrove trees growing to considerable heights give the appearance of an island, but on approaching one learns that what seemed to be dry land at the foot of the trees is only a tangled mass of mangrove roots growing out of shallow water.

In the spring and summer the keys are badly infested with mosquitoes but during midwinter they become a favorite cruising ground for yachtsmen.

The clear waters abound in fish of all kinds from the dainty and beautiful angel fish to the monster hammerhead shark. Porpoises frolic in military formations about your craft. From wide bays you pass into narrow channels between the keys where you will see pelicans, wild turkeys, heron and men-of-war perched on the branches of the mangroves.

Going south by boat from Miami one passes Cape Florida, Soldiers' Key, and then Elliott's Key where Commodore Matheson has a fine estate with an Egyptian villa and a pheasant reservation. Farther on is **Caesar Creek**, so named for "Black Caesar," a famous negro pirate who terrorized the shipping along the coast in the early part of the nineteenth century. He is supposed to have made this creek (really a channel between the keys) his headquarters. The Cocolobo Cay Club, an exclusive fishing club, now has a lodge facing it. It was from here that President Harding was taken on his deep sea fishing trips by James Allison and Captain Thompson, the latter famous as the captor of a sea mammoth weighing 35 tons.

Beyond Caesar Creek is Angel Fish Creek, a good stopping point for boats on their way to Key West or Long Key, (good harbor, no houses or supplies.)

At **Jewfish** on Key Largo the railroad crosses the inner channel for small boats.

Farther along on **Key Largo** is Rock Harbor

where the coral rock was quarried for building the railroad. It is now a fishing and sponging village. Still further along are Upper Matecombe and Lower Matecombe keys. Off to the east of them lies Indian Key, the scene of the massacre of Dr. Perrine. Beyond the first trestle (known as trestle five) the train comes into **Long Key** (91 miles from Miami.)

The Long Key Fishing Camp, maintained by the F. E. C. Railroad, is the favorite rendezvous in Florida for fishermen. Zane Grey, who is one of the foremost authorities in America on deep sea fishing, spends several months here every year writing his novels and fishing. The camp is in a grove of cocoanut palms facing a white sandy beach. Many of the guests live in little cottages around the main building. It is well to make reservations in advance because when the fishing is good the camp is likely to be crowded. The secretary of the Long Key Fishing Club is Mr. George Schutt who furnished much of the material for the article on fishing at the beginning of this volume.

Yachts can secure gasoline, water and some supplies at the Long Key wharf.

Varieties of fish caught here include tarpon, amberjack, bonito, sailfish, kingfish, barracuda, spanish mackerel, jewfish, grouper, snappers, caballa and many others.

In the early part of the tarpon season the fisher-

men go after them at night, trolling along the supporting piers of the railroad viaduct, where there is usually a strong tide running. When the tarpon strikes he is likely to shoot off under the trestle, thus adding considerably to the difficulty and sport of landing him.

From Long Key the railroad passes over a concrete viaduct two and a quarter miles long, and the passenger on the train begins to feel that he is actually traveling on an overseas railroad.

At the lower end of Key Vaca is **Knights Key** from which passengers were transferred to steamers for Cuba before the line was completed to Key West in 1912.

Beyond Knights Key is a seven mile viaduct broken only by tiny Pigeon Key and a drawbridge. Then comes **Bahia Honda** with its large harbor 18 feet deep, and just beyond, Big Pine Key which has an interesting shark fishing industry—a hundred or more sharks are brought in from the ocean every fair day. They are promptly skinned and the skin sent north for leather which is made into shoes, pocketbooks, etc.

South of Bahia Honda the yachtsman bound for Key West must watch his weather. If the wind is from the north he should go under the viaduct at Pigeon Key into the ocean, keeping south of the keys to Key West. If it is from the south he should

go up into the Gulf of Mexico at Harbor Key and thence past Content Keys, Sawyers Key, Johnson's Key, etc., to the Northwest Channel into Key West.

The railroad continues from Big Pine Key across a multitude of smaller keys to its final terminus on the steamship wharves of Key West.

This overseas extension of the Florida East Coast Railroad is one of the wonders of American railroad engineering. There are 49 miles of roadbed constructed over shallow water openings and low swampy keys where embankments and fills had to be built up. There are 18 miles of roadbed over permanent concrete and steel trestles, 12 miles of which are of concrete arch viaducts and 6 miles of steel bridgework resting on concrete piers. The longest viaduct is between Knights Key and Little Duck Key, seven miles in length. An especially long span was necessary on the trestle across Bahia Honda because the strength and speed of the tide made the sinking of one of the concrete piers impracticable. This span is 243 feet long. The greatest depth of water was encountered at Bahia Honda where the foundations of some of the piers are 30 feet below tide level. At Key West 134 acres of land was built for the terminus of the railroad, and a concrete wharf 1700 feet long and 134 feet wide was built into deep water in Man-of-War harbor so that passengers may step from their train aboard the steamer

for Havana. The freight cars are taken across to Cuba in ferries, said to be the finest car ferries in the world.

KEY WEST

(Estimated population 25,000. 522 m. from Jacksonville)

RAILROAD

Florida East Coast R. R.

STEAMERS

To Havana via P. & O. S. S. Co. During the winter season, after December 15th, sailings every day except Sunday leaving Key West at 10:00 a. m., arriving Havana about 5:00 p. m. Minimum fare, including berth and meals, \$17.50. Round trip \$30, plus government tax of \$1.00 each way.

To Tampa via P. & O. S. S. Co. Sailings twice a week, time 17 hours. Minimum fare, including berth and meals, \$18.35. Round trip \$30.70.

To New York via Mallory line. Weekly sailings, time four days. Fare, including berth and meals, \$43.20 and up.

To Galveston via Mallory Line. Weekly sailings, time about 48 hours. Fare, including berth and meals, \$36.00 and up.

HOTELS

Casa Marina—300—\$7.00, owned by the Florida East Coast Hotel Co., is a spacious modern concrete building of renaissance architecture looking out on the Atlantic Ocean. The Jefferson and Over-Sea

hotels are old-fashioned hotels in the center of town. Both are operated on the European plan. The Panama, the Blenus and the Island City are smaller houses.

GOLF COURSE

The city has a new nine-hole municipal golf course.

FISHING

Located between the Gulf of Mexico and the Atlantic Ocean, Key West is coming to be recognized as one of the surest locations for deep sea fishing. If the wind comes from the south, making the Atlantic too rough for fishing, you can fish in the Gulf, and if it comes from the north you can fish in the Atlantic. The varieties of fish caught are about the same as at Long Key.

The name Key West has been corrupted from the Spanish name **Cayo Huesco** (meaning Bone Island, given the island because of the human bones found there by early explorers. Whether these were the remains of the victims of pirates or of West Indian cannibals, is not known.)

When the United States took over the island in 1822 the authorities found a miscellaneous population of Minorcans from St. Augustine, Cubans and Conchs from the Bahamas. The word "Conch" is still used to describe the natives of the keys who live by fishing, sponging, etc. These early inhabitants added wrecking to the list of their industries. The

many reefs in these waters make them dangerous for navigation especially during a West Indian hurricane. It is claimed that the wreckers would put out false lights to lure mariners into dangerous waters. At any rate, as soon as a ship went aground, the entire population of the town would set out in small boats to salvage the vessel or gather wreckage as the case might be.

For many years the city of Key West failed to grow in proportion to the other cities of Florida. With the recent movement to colonize the chain of keys which connect it with the mainland it has enjoyed a startling renaissance of prosperity. Property values began to mount when the overseas motor road from Miami to Key West was authorized by Monroe County. This is a prodigious undertaking comparable to the building of the overseas extension of the Florida East Coast Railroads; its effect on the value of the Keys and on Key West will be far reaching.

Its location on an island facing the Gulf of Mexico gives Key West an unexcelled climate. It is only 60 miles north of the tropics so frost is unknown there, while the trade winds keep it reasonably cool and notably healthy. The extremes of temperature are from about 60 to 95 degrees.

POINTS OF INTEREST

A visit should be made to one of the cigar factories where visitors will see how dexterously the workmen lay the wrapper around the filler and how neatly the finished product is turned out. While they are working a man reads to them aloud from a Spanish newspaper. His salary is paid by the workmen because they have found out that unless they are read to, they talk to each other and their work is slowed down.

The government has an important naval base at Key West with extensive coaling depots. There is also a considerable battery of modern guns for the defense of the entrance to the Gulf of Mexico. In the grounds of the army barracks is a fine specimen of an old banyan tree, the sacred fig tree of the East Indians.

SPONGE FISHING

Although the sponge fishing industry of Key West is not nearly so important as it was before the rise of Tarpon Springs, a good sized fleet of small boats still goes out to the sponging grounds several times a year. The "conchs" from Key West and its vicinity gather sponges in small boats, two men to a boat. One man in the bow carries a glass-bottom bucket, which he forces down into the water in order to search the bottom for sponges. The man in the

stern of the boat sculls lightly so that the boat will move very slowly through the water. When a sponge is sighted the sponger in the bow reaches down into the water with a long pole—20 to 30 feet long, fitted with a hook on the end. With this he tears the sponge loose from the rock to which it has attached itself and brings it up into the boat. If he is lucky and skilful the sponge comes up whole, but many are torn to pieces.

After gathering a sufficient load the sponger brings his catch home where he puts the sponges into a pool of shallow water called a "crawl" to let the living matter die. The skeleton is then beaten with sticks to get out all the black matter, called "gurry," and the process of bleaching begins. Some sponges bleach out very white, others are light yellow, and some remain a dark brown. When bleached they are taken to the market on the quay at Key West and sold in strings. When trimmed up they are compressed in great bales to be shipped North.

EXCURSION TO HAVANA

So many of Florida's winter colonists make the journey either to Havana, Cuba, or to Nassau, Bahamas, sometime during their stay that excursions to these points have been included in the present volume. Havana is reached by a seven hours' voyage from Key West, while Nassau is an overnight run from Miami. The steamers on both routes are staunch and true, amply able to withstand rough weather.

Both cities are full of interesting things to see and do, and both have a delightful foreign atmosphere about them which gives the traveler the pleasant feeling of having journeyed to far-off lands and strange shores.

Havana especially, with its sixteenth century fortresses and churches, its narrow streets and thick walled buildings, wears an Old World appearance equaled by no other city in either of the Americas.

The city is situated on the island of Cuba, which is the largest of the Greater Antilles, the name given to the most important group of the West Indies. Cuba lies nearly east and west : it is long and narrow,

having its greatest width of about 100 miles at the southeast, and a breadth of a little less than 30 miles at its narrowest point near Havana. Its entire length is about 780 miles and it has an area of approximately 36,000 square miles, including its small islands and the Isle of Pines.

The island of Cuba rests mainly between latitudes 20° and 23° N., and longitudes 74° and 85° W., lying about 125 miles south of the mainland of the Florida peninsula from which it is separated by Florida Straits, and about an equal distance north of Yucatan from which it is separated by Yucatan Channel.

The coast of Cuba is exceedingly broken, being indented by numerous gulfs or inlets such as Cortez, Matamana, and Guacanabo. It has several fine harbors with narrow, tortuous entrances opening within into broad expanses—as at Havana. The north coast is bordered by many coral islands or reefs which render approach to the shore extremely difficult and dangerous. On the south is the Isle of Pines with many small islets grouped near it. Farther east is the group known as the Gardens of the Queen (*Jardines de la Reina*).

The western part of Cuba, near Havana, is traversed by a mountain range, Sierra de los Organos, 2500 feet high. The celebrated tobacco region, Vuelta Abajo, is on its south slope.

The vegetation is tropical both in species and luxuriance, although, strangely enough, trees like the pine tree, usually found only in colder climates, grow side by side with the mahogany, grenadillo, acana and majuga. Palms and shrubs are plentiful.

The climate of Cuba is equable along the coast, but less so inland. The coast temperature seldom exceeds 90° in summer, or falls below 65° in winter.

HAVANA

(Estimated population 400,000. 1170 m. from New York. 90 m. from Key West)

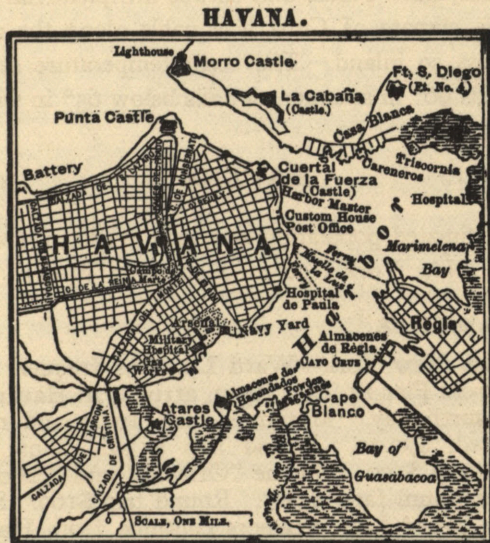
STEAMSHIPS

From New York—Ward Line has frequent sailings from Pier 14, East River, arriving at Havana on the fourth day. Minimum fare, room and meals included, \$70.00. Round trip \$130. Short stay round trip \$100. On the "Orizaba" and "Siboney" the minimum fare is \$85. Round trip \$160. Some of the Ward Line steamers continue from Havana on to Progreso, Vera Cruz and Tampico, Mexico. United Fruit Company has weekly sailings from New York.

From Key West—P. & O. S. S. Co., sailings every day except Sunday, leaves Key West 10:00 a. m., arrives Havana about 5:00 p. m. Fare \$17.50, round trip \$30.00, plus U. S. Government tax of \$1.00 each way. Berth and meals included. Steamer "Northland" in service this year makes trip in about 5 hours.

RAILROADS

United Railways of Cuba, and Havana Central Railroad; tickets and full information regarding passenger and sleeping car rates, routes of travel, etc., may be obtained at the city ticket office for both



Courtesy Mathews-Northrup Works, Buffalo, N. Y.

railroads, Prado 118, Havana, Cuba. (Open week days 8:00 a. m. to 5:00 p. m. Sundays from 9:00 a. m. to 11:00 a. m.)

HOTELS

Sevilla-Biltmore, on the Prado, E-700-\$4.00;
Almendaes, near the Country Club, E-600-\$6.00;

Inglaterra, on the Prado, E—200—\$4.00; Plaza, on Central Park, E—550—\$4.00; Telegrafo, on the Prado, A—160—\$5.00; Lafayette, A—120—\$5.00; La Union, E—300—\$4.00; Hotel Cecil, E—\$4.00.

The Almendares is open only during the winter season.

GOLF COURSE.

Havana Country Club at Marianao has an excellent eighteen hole course with grass greens. Open to members and their guests.

HISTORY

The Bay of Havana was discovered in 1508 by Sebastian de Ocampo. The city itself was originally founded in 1515 by Diego de Velasquez at an unhealthy spot near the present Batabano on the south coast of Cuba, but was shortly afterwards moved to its present location. Early in its history it rose to be one of the important cities of the New World until in 1634 it was called by royal decree of the king of Spain—"*Llave del Nuevo Mundo y antemural de las Indas Occidentales*" (Key of the New World and Bulwark of the West Indies). In reference to this decree the city of Havana still bears on its coat of arms a symbolic key and a representation of its three forts—Morro, Punta and Fuerza.

The early history of Havana is one of continual attacks. It was sacked and burned by a company of pirates in 1528; was plundered by another band in

1555; and was invested and despoiled by a third in 1563. In 1585 it was attacked without success by Sir Francis Drake, the English buccaneer, after which the forts Morro and de la Punta were built.

In 1589 the residence of the Governor of Cuba was moved from Santiago de Cuba to Havana. During the seventeenth century it was several times attacked and blockaded by Dutch fleets and by pirates who were forever hovering around the entrance to the harbor on the lookout for unprotected Spanish galleons. But it was not until late in the 18th century that the city was again captured. In 1762, during the Seven Years' War, Morro Castle was taken by assault by the English, after which the city of Havana was held by them for about a year. At the end of the war they returned Cuba to Spain in exchange for Florida.

In the early part of the nineteenth century Havana was a rival in population and commercial importance of New York, Buenos Ayres and Rio de Janeiro.

The destruction of the U. S. battleship Maine in the harbor of Havana in 1898 was one of the immediate causes of the Spanish-American war. During the war the city of Havana was blockaded by the American fleet. After the war the city was the headquarters for the American military occupation of Cuba. During their stay the Americans did a great deal for the sanitation and beautification of the city.

Havana, which had been notably dirty and unhealthy, became at that time and has remained under the Republic one of the cleanest and healthiest cities to be found in the tropics.

Havana (Spanish Habana, or San Cristobal de la Habana) is the capital of the Republic of Cuba and the metropolis of the West Indies. The city is located on a peninsula west of the harbor between it and the Gulf of Mexico. The harbor itself is a pouch shaped, land locked bay formed by the mouth of the Almendares River. It is spacious and easy of access and is so deep that large merchantmen and warships can unload at its waterfront. The entrance is 260 yards wide—on the right as you enter is the city, on the left is the lighthouse tower of Morro Castle. The harbor was at one time even larger than it is now but was allowed to fill up with sewage in the 18th century. On the Havana side is a sea wall and the Malecón drive.

The Old City, lying close to the harbor, has narrow winding streets. When walking along them on foot it is well to keep as close to the buildings as possible because the little Ford taxicabs of Havana always drive at breakneck speed even through the narrowest streets. Obispo, O'Reilly and San Rafael Streets are the centers for shops, which have a pleasing and varied display of goods. Some things are

cheaper in Havana than in the States on account of the duties. (The returning tourist is allowed to bring in articles to the value of \$100 free of charge.) The buildings of the old section are low in a heavy, semi-Oriental style, with windows protected by gratings. The general atmosphere of the old city is distinctly foreign. The winding streets afford picturesque glimpses of towers, old churches and Spanish courtyards. The native Cubans are fond of brightly colored garments. Many of the street cries are quaint and musical. On every corner there is a vendor of lottery tickets hawking his wares with loud calls. (The lottery is run by the national government of Cuba as a means of financing itself. Every one from bankers to charwomen invests in lottery tickets. There is always a current story of some poor person who has won a fortune by the lottery.)

The **New Section** of Havana is a city of wide boulevards, parks and monuments, with large stone houses of limestone or brick covered with plaster. The majority of the houses are of one very high story with flat roofs. Many of them are built flush with the street line but have large inner courts filled with flowering shrubs.

The focus of social life is the **Parque Central** with its brilliant tropical plants and shrubs. The monument in the center is to José Martí (1853-95)

the "Apostle of Cuban Independence," by Saavedra. Around the park are some of the chief hotels and theaters of Havana, including the Teatro Nacional where the Cubans have a winter season of grand opera. To the east is Monserrat Square with a statue to General Francisco de Albear, the engineer who constructed the Vento Aqueduct.

From the Parque Central running north to the Castillo de la Punta at the entrance of the bay is the **Prado**, a wide boulevard shaded with laurel trees. This, with the Malecón Drive beyond, is the fashionable promenade of Havana. On it are located several of the more exclusive clubs, including the American Club, and now the new wing of the Sevilla-Biltmore hotel. The large, heavy structure to the right near the end of the Prado is the Carcel, formerly a prison. The Prado itself was originally built by convicts but was remodeled under the American régime. Between the Carcel and the Castillo de la Punta is a monument to the eight Cuban students executed at this spot by the Spaniards in 1871, technically on a comparatively trivial charge, but really because of their revolutionary tendencies.

Running West from the Castillo de la Punta for almost a mile is the **Calzada del Malecón**, a splendid esplanade facing the Gulf of Mexico and protected by a strong sea wall. (The word Malecón means embankment.) When there is a high wind from

the north the spray from the breakers is sometimes flung clear across the driveway. From the Malecón one gets a superb view of the Gulf of Mexico and of Morro Castle to the northeast on the far side of the harbor.

Continuing westward from the Malecón the suburb of **Vedado** is reached. In this section are the detached villas of the wealthy Cubans, the sugar planters, bankers, etc. These are set in small gardens of palms, laurels and flowering shrubs. The more pretentious houses are heavily ornamented with ornate scroll work, pilasters, etc. Beyond Vedado is a new section started in 1919 when Cuba was deliriously rich from the high price of sugar. This section was laid out with wide esplanades, beautified with shrubs and flowers, but has grown slowly since the price of sugar has dropped to normal.

Farther out still in **Marianao**, an exclusive suburb, and the resort center for the winter colony of Americans. Marianao boasts a fine sandy beach affording wonderful opportunities for bathing. The water is warm and pleasant in midwinter but the native Cubans scarcely ever avail themselves of their beach except in the summer. At Marianao also is the Havana Country Club; the Almendares Hotel, a splendid new hostelry near the water and overlooking the golf course; and the Havana Yacht Club, the

latter housed in one of the most imposing buildings in Havana.

Here too is the **Casino**, the nearest approach to Monte Carlo we have in America. This also dates from 1919, the year of Cuban wealth and activity. It is a handsome, well proportioned building surrounded by a park of several acres. The dining room and the ball room are joined by an elaborate terrace set with small tables where there is dancing by moonlight in the evening. In mid-season the scene in the large white and gold dining room is one of splendor and gayety. Around the tables, richly decorated with flowers, are seated handsomely gowned women from both the Americas. The younger women of Havana are extremely beautiful and are inclined to use the arts of make-up to their full effectiveness. The Cuban men, who look rather insignificant by day, appear smartly continental in dinner jackets. Beyond the dining room are the gaming rooms where the Cubans take keen delight in roulette, hazard, etc.

POINTS OF INTEREST

The Fortresses:—

Morro Castle (Spanish **Castillo de los Tres Reyes del Morro**) was constructed during the period from 1590 to 1640 and was partly hewn out of the

living rock. It is located on the east side of the harbor and is the principal landmark of Havana. It played a controlling part in the defense of Havana against the English in the siege of 1762. When it was taken by assault the city promptly capitulated. The castle turrets command a wide-flung view of the city, the harbor and the Gulf of Mexico.

Punta Castle (Spanish, **Castillo de San Salvador de La Punta**) constructed during the same period as Morro Castle, guards the west side of the harbor. It is much smaller and less imposing than its brother on the east bank.

La Cabana (Spanish, **San Carlos de la Cabana**) is an enormous fortress on the east side of the harbor entrance farther back from the bay than Morro Castle. As many as 6000 troops have been stationed inside it. The Spaniards supposed it to be the strongest fortress in America. Just outside it is the so-called Laurel Ditch—commemorated by a handsome bronze relief in the wall of the fortress—where scores of Cuban patriots were shot during the later years of the Spanish régime. The fortress is of little importance now, as the military establishment of the Republic is small.

Rising from the north side of the Plaza de Armas is the ancient fortress of **La Fuerza** built in 1538 by Hernando de Soto, with a watch tower ornamented by the figure of an Indian girl. **La Fuerza**

was once a treasury of flotos and galleons as well as the residence of the Governor of Cuba. With Morro and Punta it formed the trinity of fortresses represented on the coat of arms of Havana.

The **Castillo del Principe** is on a hill west of the city adjoining the University. It is now a military hospital.

Churches

A little northwest of the Plaza de Armas is Cathedral Square with the **Havana Cathedral**, originally a church of the Jesuits built by them from 1656 to 1721. It has a central dome and two towers flanking the façade. The interior decoration is of the late eighteenth century. It contains several paintings, including a small one ascribed to Murillo. In the wall of the chancel a medallion and inscription distinguished the spot where the ashes of Columbus lay from 1796, when they were moved hither from San Domingo, until 1898 when they were taken to Seville, Spain.

The **Templete** on the Plaza de Armas is a small church erected on the spot where the Spaniards celebrated their first mass in 1519. It contains paintings by Escobar. In front of it is a monument with a bust of Columbus. The ceiba tree nearby is said to be from the shoot of one standing there when the city was founded. Other churches include **Santo**

Domingo (1578); **San Agustin** (1608); **Santa Clara** (1644); **Santa Catalina** (1700); **San Felipe** (1693); and **La Merced** (1744). The latter is the most fashionable church in the city and contains a fine collection of oil paintings. The Jesuit Church of **Belan** (1704) richly ornamented, was formerly a monastery. It now has a Jesuit College and observatory in connection with it.

Public Buildings

The new **Presidential Palace**, recently completed, is a magnificent and pretentious building of white granite surmounted by a high dome, splendidly situated overlooking the harbor. Many of the more important government functions and ceremonies take place in it. It is, besides, the residence of the Cuban president and his family. Arrangements for visiting the public rooms can be made at the various hotels. Guides are available to explain the many historical and allegorical paintings that decorate the interior.

The **Old Palace**, *facing* the Plaza de Armas, is a large edifice with a colonnaded façade, erected in 1773 and much altered in 1851. It was the residence of the Captains-General of Cuba during the Spanish régime. In front of it is the statue of Ferdinand VII.

The **Custom House**, formerly the Church of San Francisco, dates from 1575.

At the **Tacón Market** west of the Parque Colon are sold all manner of queer objects, as well as tropical fruits, vegetables, fish and palm leaf baskets.

The **Cemetery of Cristobal Colon** contains many interesting tombs and monuments, and affords a good view of the city.

A visit should be made to one of the tobacco factories. The owners are glad to have visitors.

JAI ALAI

One of the chief sports of Cuba is Jai Alai (pronounced Hi-Li), an indoor game a little like handball, but on a much larger scale. There are two buildings where it is played, one old and one new. The Cubans bet violently on the scores and players. The quarreling among the spectators is often as interesting as the game itself. The important games are held in the evening.

HORSE RACING

At Oriental Park Havana has very good horse racing every winter. Here, too, the crowd is of as much interest as the races. The ladies appear in elaborate afternoon frocks, the men are formally attired. Even the little girls of six or eight wear Parisian creations and many of them are powdered,

rouged and perfumed. Only the Americans wear sports clothes. There is dancing between the races.

EXCURSIONS

By train or tramway—to the **Vuelta Abajo** district, famous throughout the world for its tobacco.

To **Batabanco** on the south coast, the little Venice of Cuba, and the port from which one sails for the Isle of Pines.

To **Matanzas** and the **Yumuri Valley**, 63 miles from Havana, with several trains a day. This trip takes you through a sugar cane growing country to the hills east of Havana. Near it are the **Hermitage of Montserrat** on the summit of a hill; and the remarkable **Bellamar Caves** extending for over four miles under the hills.

To a sugar plantation. There are many plantations near Havana and it is easy to arrange a trip to one of them through the hotel at which you stop.

VIII

NASSAU

STEAMSHIPS

From New York, the Munson Line has a steamer sailing from Pier 9, East River, every Friday at noon during the winter season, arriving at Nassau the following Monday morning (60 hours). Minimum fare including room and meals, \$86.00 plus a tax of \$5.00. No reduction for round trip.

From Miami, P. & O. Steamship Line. Steamer leaves Miami twice a week during January and three times a week during February at about 3:00 p.m., arrives Nassau the following morning. Returning, leaves Nassau 3:00 p.m. Fare, room, meals and tax included, \$26.00. Round trip, \$45.00.

HOTELS

New Colonial, palatial modern fireproof building facing the bay with beautiful grounds and gardens, American plan, rates from \$15.00 per day up; Royal Victoria, Shirley Street, a fine resort hotel well known for years, run by the Florida East Coast Hotel Co., rates from \$10.00 up; Hotel Lucerne, Frederick Street, rates \$5.00 up; Hotel Allan, Frederick Street, rates \$5.00 up; Hotel Nassau, Bay Street, rates \$4.00 up.

FISHING AND SAILING

Motor and sail boats may be hired by the day at various docks along the harbor. From either you can troll along the Bar at the edge of the ocean, using a strong tarpon rod with live bait or a heavy trolling line with a spoon. The best fishing is at the west end of the island. The clear waters and stiff breezes of the Bahamas make sailing real sport either on the open ocean or dodging in and out among the rocks and hidden reefs along the shore.

BATHING

Hog Island, which forms the protection from the North for Nassau harbor, has on its ocean side a beach which is world famous. To get over to Hog Island you take a boat from the new Colonial Hotel or from Rawson Square. (Boats leave every half hour after 9:30 a.m.) The water and the beach are both wonderfully clear and clean. After your swim you are presented with an orange or grape fruit peeled and put on the end of a stick.

GOLF AND TENNIS

The eighteen-hole golf course with grass greens (Jock Hutchison, professional), is a few minutes' walk west from the center of town. It is well laid out over rolling country overlooking the ocean. Just off the golf course is a new bathing beach.

The six tennis courts in the tea garden of the New Colonial hotel are the scene of some of the best tournaments of the winter season under the auspices of the N.L.T.A. and the B.L.T.A.

HISTORY

The Bahama Islands, first discovered by Columbus in 1492, were for centuries little more than a camping ground for buccaneers and sea rovers of all nationalities. Because of its excellent harbor, New Providence Island early became headquarters for these pirates. From its shelter their fleets would issue forth to prey on the treasure-laden galleons of Spain. Spain in turn captured and sacked the New Providence settlement several times, but did not succeed in rooting out its piratical inhabitants. Finally, in 1670, England, who had always claimed the Bahamas, granted the entire archipelago to certain Lords Proprietors, including the Duke of Albemarle, the Earl of Craven, Lord Berkley, Lord Ashley and others. Under their régime the settlement on New Providence Island was named Nassau—after the reigning house—and the first fort (Fort Nassau) was built. But they failed to establish order, so in 1718 a royal governor was sent over. Backed by a force of British soldiers he forced the outlaw bands who still inhabited the islands to keep the peace and to take the oath of allegiance to Great Britain.

In 1776 Fort Nassau was captured by Admiral Hopkins commanding the infant navy of the revolting American colonists. Finding the Bahamas were of no strategic importance he soon sailed away, leav-

ing them to fall into the hands of Spain. In 1783 they were returned to England by the treaty ending the War of the American Revolution.

Since that time the history of the islands has been quiet and uneventful except for a brief period during the American Civil War, when they enjoyed a wave of excitement and prosperity as the chief port of call of the Confederate blockade runners. From the end of the Civil War until after the World War the colony again slumbered along peacefully, but with the adoption of Federal prohibition in the United States it became for a time the fitting out point for bootlegging vessels. The harbor of the old pirates again filled up with queer rakish craft of all descriptions. Rusty old tramp steamers anchored next to trim sailing yawls all ready for a night trip to the mainland. The Bahama government suddenly found itself rich from the tax on spirits. New roads, new schools and new buildings were constructed with the revenue thus obtained.

Following this renaissance of activity plans were made for the development of New Providence as a winter resort. The flow of money from liquor operations has been largely curtailed, but the influx of winter visitors increases every season. It is interesting to note that almost every improvement in Nassau either dates from the prosperous days of the

Civil War or has been made in the last three or four years.

Nassau, the capital of the British colony of the Bahamas, is situated on New Providence Island, about twenty miles long and five miles wide, one of the 3000 or more islets or keys forming the colony. The island has a population of approximately 12,000 inhabitants, of whom about three-quarters are blacks. The city of Nassau stretches along the bay front facing Nassau harbor; Bay Street running east from the New Colonial Hotel is the principal thoroughfare. The most common vehicles are old-fashioned surreys, donkey carts, etc. The number of automobiles is increasing but they are still rare. The lanes running back up the hillside from Bay Street are bordered by high walls over the tops of which hang the branches of pomegranates, papayas, limes and laurel trees. Through old gateways one glimpses quaint houses surrounded by palms, hibiscus bushes and oleanders.

The winter colony, which includes many artists, writers, and yachtsmen, amuses itself with teas and dances in the New Colonial gardens and occasional functions at Government House. At the opening of the Colonial Assembly and other official ceremonies the native guardsmen parade in colorful regimentals.

The climate is remarkably even and temperate,

ranging from 66° F. to 79° F. during the period from November to May.

POINTS OF INTEREST

Rawson Square, named for a former Governor, is in the center of town on Bay Street. Facing it are the public buildings, erected early in the nineteenth century. The center building contains the Legislative Council Chamber with oil paintings of George III, Queen Charlotte, Queen Victoria, Edward VII, etc. On the lower floor is the Post Office.

The western building has the House of the Assembly while the eastern building has the office of the Colonial Secretary. The statue of Queen Victoria in the center of the group was erected by citizens of the Bahamas in 1905.

In the rear are the law courts and recently erected Fire Station. The queer octagonal building farther back, formerly a gaol, is now the Nassau Public Library. The silk cotton tree between the Council Chamber and the Law Courts is over 200 years old.

Government House, erected 1801, the residence of the Colonial Governor, occupies a commanding site on a hill (Mt. Fitzwilliam). The ballroom and Governor's offices are recent additions. The Statue of Columbus in the grounds, presented to the colony by Governor Sir James Carmichael Smyth, was

modeled in London under the direction of Washington Irving. (Columbus is supposed to have made his first landing in America on Watling Island, one of the Bahamas.)

Vendue House, on Bay Street, now the telephone exchange, was formerly the slave market. On Bay Street also is the native market with stalls for fish of many odd varieties, and turtles. (Baked turtle is the national dish of the Bahamas. Cooked by a native it makes a very tempting dish.) Farther on is a sponge exchange.

Leading from Union Street to Fort Fincastle is the **Queen's Staircase**, a flight of steps about 70 feet high, cut in the solid rock.

FORTRESSES

Fort Montague, named in honor of the Duke of Montague, was built in 1741 by Peter Bruce, engineer commissioned by the British Government to fortify Nassau.

Fort Charlotte (1789), built by Lord Dunmore, was named for the consort of George III. The middle and western portions, added subsequently, were called Forts Stanley and D'Arcy respectively. The three are connected by an extensive labyrinth of underground passages.

Fort Fincastle (1793). Lord Dunmore, having decided that Fort Charlotte was inadequate for the

defense of Nassau, built Fincastle on Bennett's Hill in order to cover the road east of town as well as the battery on Hog Island. It is built in a queer shape something like an old-time paddle-wheel steamboat.

The New Colonial Hotel is built on the site of the old Fort Nassau, which was at one time one of the principal defenses of the city.

EXCURSIONS

1. **Grant's Town**, just south of the city, Sandilands, Carmichael, Gambier and Adelaide are native colored hamlets of peculiar little shacks embedded in tropical shrubbery. During their celebrations the blacks give their African natures free rein in queer dances and weird chants.

2. **Blackbeard's Tower**. An afternoon's drive will take the visitor to this tower, four miles east of town; (this was the lookout of the famous pirate when his band held the island as their kingdom): to the **Caves** (16 miles west of town), and to the **Mermaid's Pool** (4 miles south of town). The **Caves** are curious openings under the rocks with stalactites of soft limestone hanging from the arched roofs. These were the catacombs of the ancient Carib chieftains before the coming of the white man, and became hiding places for the pirates of later days.

The Mermaid's Pool, in the pine forest off the Carmichael road, is 62 feet in diameter and reaches a depth of 40 feet at the south end. A great opening in the rock forms the descent to the surface of the water.

3. By glass-bottom boat to the **Sea Gardens** to view many coral formations, the sea fungi, and all manner of queer-shaped fish that abound in West Indian waters.

APPENDIX

NEW STEAMER SERVICES TO FLORIDA

New York—Miami

Via Admiral Line. Steamer H. F. Alexander sails from Pier 86 North River, foot of West 46th Street, New York City, every five days.

Via American Line. Steamer Kroonland sails from Pier 62 North River every Thursday returning from Miami every Sunday.

Via Clyde Line. Steamers George Washington and Robert E. Lee maintain direct non-stop service between New York and Municipal Docks, Miami. These four steamers are the largest in the coastwise trade.

Philadelphia—Miami

Via Merchants & Miners Line. Steamer Berkshire maintains direct non-stop service between Philadelphia and Municipal Dock, Miami.

Miami—Havana

Via Clyde Line. Steamer Seneca leaves Miami City Pier at 3 P. M. every Monday, Wednesday and Friday, arriving at Havana at 9 A. M. the following morning. Leaves Havana at 4 P. M. Tuesdays, Thursday and Saturdays, arriving at Miami at 8 A. M.

Miami—Nassau

Via Munson Line. Steamer Muneastern leaves Causeway Dock, Miami, every other day for Nassau. P. & O. service has been discontinued.

RAILROAD SERVICE TO FLORIDA

Railroad schedules are changed almost weekly to satisfy the unprecedented demands of the Florida migration. Every large northern city has a wide choice of de luxe trains. Chicago and New York have almost as many specially equipped trains running to Florida as there are between Chicago and New York.

RECENT DEVELOPMENT IN FLORIDA

In the following chapter is given a short resumé of the happenings in Florida during the spectacular year in 1925. No one can read the figures given herewith without realizing that the growth of Florida rests on a foundation of permanent investment. Realty values may have bulges and slumps but we are witnessing an inevitable shifting of population from north to south which is as steady as it is extensive.

THE NORTHERN PART OF THE STATE

Jacksonville has always been the barometer of conservative conditions in Florida; it now reflects the prosperity that has come to the state in the past year. Bank clearings for 1925 exceeded \$1,400,000, a record for any American city of 130,000 population. Building permits for 1925 totalled \$15,000,000, which is double the figure for 1924. Some two hundred new industries have located in the vicinity of Jacksonville in a single year. While essentially a business city its tourist trade has increased to such an extent that

several new hotels are now under construction. Enthusiastic Jacksonville business men have made plans for a twenty story edifice which will be a church and hotel combined.

The port of **Pensacola** did a business aggregating \$50,000,000. during 1925. The Frisco railroad system has recently acquired large waterfront and ware house facilities in Pensacola together with the Muscle Shoals, Birmingham and Pensacola R. R. Line.

On St. Andrews Bay near Panama City Minor C. Keith is developing a 40,000 acre tract with a hotel, beach and eighteen hole golf course. A million dollar hotel is planned for Panama City.

THE LAKE COUNTER

The growth of the entire region has been steady and continuous. **Orlando's** building permits were for \$1,800,007 back in 1920. Last year they amounted to \$5,715,478. Meanwhile, the population has increased from 9,282 to about 25,000.

Bank deposits in **Sebring** in December, 1925, were nearly seven times the amount on deposit there in 1924. In **Lake Wales** bank resources have gone from \$117,052. in 1924 to about \$3,000,000.

THE WEST COAST

On December 22, 1925 the city of Tampa voted to annex an area of approximately 150 square miles. This embraces all of the suburbs in the

vicinity and increases the population of Greater Tampa to 150,000. Building permits for Tampa proper for the first eleven months of 1925 amounted to \$20,450,286. This includes a \$5,-000,000 cement plant erected to take care of the stupendous building needs of the West Coast area.

One of the most striking real estate sales of the past year was that of **Davis Islands**, the thirty million dollar development in the bay near Tampa. Every lot was sold within a few months after the property was put on the market.

Close to \$5,000,000 was expended in Clearwater's building program of the past year. Bank deposits on July 1, 1925, were \$9,000,000, and an increase of over \$2,000,000 took place during the past six months.

Over 800 new residences have been built in Clearwater during the past year, according to figures shown in the local building inspectors' office. Projects announced in the last two weeks of 1925 already have brought assurance of the expenditure of over \$3,500,000 this year. A \$1,500,000 hotel on Clearwater Beach Island, another \$1,000,000 hotel and a \$500,000 casino on the beach are embraced in the figure.

Real estate dealers of **St. Petersburg** figure from the revenue stamps sold there that approximately \$200,000,000 worth of property was transferred in St. Petersburg during the first eleven months of 1925. Building permits up until De-

cember 1st were for \$21,803,000 as against \$9,553,700 for the entire year of 1924 which had been looked upon as a banner year in one of the fastest growing cities in Florida.

Bradenton had a building program of \$4,410,620 through November 30, 1925.

The phenomenal growth of **Sarasota** described in the body of the book continues to accelerate. Bank deposits on October 1, 1925 totalled \$10,000,000; post office receipts for 1925 were double those for 1924. Plans are completed for a new \$3,000,000 hotel in Sarasota. Recent additions of the John Ringling suburb on Long Boat Key will bring its total cost to \$17,000,000. East of Sarasota the Palmer Corporation is draining 25,000 acres of rich muck land to be sold in 10 acre plots for truck farming.

The West Coast from Sarasota south to Cape Sable is being rapidly taken up by colonists who are seeking water front property in a tropical zone at low prices. **Sanibel Island** and the other islands off the coast from Punta Gorda to Fort Myers have experienced a sudden increase in property values. A causeway from the mainland to Sanibel Island is now projected.

The trend southward is manifesting itself at **Fort Myers** which has grown from 3678 in 1920 to 15,301 in 1925. Almost half of this growth came in the single year of 1925. The twelve foot channel to the Gulf of Mexico is now being sur-

veyed for deepening The Chamber of Commerce has recently raised \$750,000 for a community hotel. The shore front from Fort Myers to Naples is becoming a resort center.

The Tamiami Trail through Naples and Collier County to Miami has been completed to within twelve miles of the Dade County line on the East Coast. It will probably be opened early in 1927.

THE EAST COAST

Across the Matanzas River from **St. Augustine** on Anastasia Island is the new suburb of Davis Shores, built by D. P. Davis, developer of Davis Islands. County Clubs, Yacht Clubs, hotels and apartment houses will make this one of the resort centers of Florida.

The three cities of Daytona, Daytona Beach and Seabreeze were consolidated in August, 1925 into one city known as **Daytona Beach**. Its permanent population is roughly 21,000. Realty transfers are averaging \$1,000,000 a day. Bank deposits are 800 per cent greater than in 1920. The new \$500,000 bridge across the Halifax River and the \$2,000,000 highway to the West Coast will accelerate the growth of the city. Surveys have been made for deepening the harbor.

The visitor who returns to **Melbourne**, **Vero** or **Fort Pierce** after a year's absence receives all of the sensations of Rip Van Winkle awakening after a twenty year slumber. It is difficult to find a landmark of the bygone days of 1924, so completely have new buildings hidden the old.

Within two years \$2,000,000 worth of business buildings were erected in Fort Pierce alone, and over \$1,200,000 worth of private homes. These were in addition to the causeway to the beach and several miles of city streets and harbor dredging.

Now the attention of many far sighted business men is turning toward the farm lands a few miles inland from the ocean. William H. Byington has reclaimed 70,000 acres adjacent to Fort Pierce which he is selling off in small farms. He has recently started reclamation work on 150,000 acres more in St. Lucie and Indian River counties.

Palm Beach and **West Palm Beach** have each more than doubled their 1924 building operations in the first eleven months of 1925. In this period Palm Beach constructed buildings valued at \$10,771,223, but West Palm Beach overtopped her ocean neighbor with building permits amounting to \$16,621,055. Bank deposits increased \$22,000,000 over 1924; the assessed valuation of the two cities has increased \$36,000,000 in one year. The prosperity of these two cities rests on the solidist kind of a foundation, that is large investment in hotels, apartment buildings and business houses of the highest type of construction.

South of the Palm Beaches the new colony of **Boca Raton** is being developed by a group of wealthy men under the leadership of Addison Mizner, famous Florida architect. The Hotel Cloister was opened early in 1926. The Ritz-

Carlton, 600 room hotel on the ocean front, opens January 1, 1927.

Fort Lauderdale stands well upon the list of Florida cities in amount of new building with a record of \$6,000,000 in new construction during 1925. Dredging work on the harbor commenced this year. A project is on foot to amalagamate Fort Lauderdale with the Lake Mabel port development of **Hollywood-by-the-Sea**. This would ensure a city of very considerable size both as to area and population. General Goethals is in charge of the construction work on the Lake Mabel harbor. He is dredging a channel 30 feet deep at a cost of \$15,000,000. On January 6, 1926 the town of Dania voted to join Hollywood, giving the latter a population of 16,000. Construction in Hollywood proper amounted to \$9,073,407 in the first eleven months of 1925. This included two hotels and several apartment houses. The Hollywood Beach Casino with its three pools and private dressing rooms is one of the most ornate in Florida.

Miami Shores stretches along Biscayne Bay north of Miami for several miles. A causeway is under construction to the islands owned by the same company in Biscayne Bay. Over \$80,000,000 worth of property was sold in this one subdivision during 1925.

The following figures from the New York Sun of January 2, 1926 give some idea of the effect

of the 1925 land rush on the city of **Miami**.

The activity in Miami and its growth in 1925 probably has no parallel in the country's history. Today it is a city of more than 100,000 inhabitants, according to the returns of a new State census. In 1924 it has a population of 55,262. Its record for the year is brought out further by these comparative figures:

Bank Deposits

1924.....	\$56,277,818
1925.....	225,000,000

Building Permits

1924.....	\$17,038,199
1925 (to December 10).....	55,813,818

Bank Clearings

1924.....	\$212,353,780
1925 (to December 10).....	1,009,170,203

Assessed Valuation

1924.....	\$87,661,714
1925 (to December 1).....	750,000,000

Real Estate Transactions

1924.....	\$59,079
1925.....	162,681

Miami is said to show a wealth per capita of \$7,470. This is an increase of 300 per cent. in excess of that of 1920, despite the fact that the population figures show an increase of more than 500 per cent.

Another decided trend during the last five

years has been in that of building. The volume of building during 1925 over that of 1920 has increased 1,153 per cent. Over the same period the bank deposits have increased approximately 1,200 per cent. and the volume of building permits has increased 1,153 per cent.

Miami Beach has pushed northward as far as Fulford. Ocean front property at the southern end has become too expensive for private homes which are moving north to make way for apartments and hotels. The Roney Plaza facing the ocean, the Floridian near the causeway, and the King Cole on Surprise Lake are three of the finest of the new hotels opened for the season of 1926. During the first eleven months of 1925 two hundred and thirty residences were built in Miami Beach, as well as ninety-eight apartment buildings. sixty-four business buildings and twenty-seven hotels. The total value of this constructoin was \$16,624,582 as compared with \$6,254,250 for the same period in 1924.

The suburb of **Coral Gables** might be used as a text book for students of city planning. It is laid out with broad winding boulevards radiating from handsome plazas. Fountains, gates, monuments, bordered with tropical planting, make every vista a picture. The phenomenal growth of Coral Gables placed it third on the list of Florida cities in amount of building activity for the first eleven months of 1925. Its total of \$18,-

928,365 was surpassed only by Miami, St. Petersburg and Tampa. Near the Miami-Biltmore, opened January, 1926 with a capacity of 850, is one of the largest and most imposing country clubs in Florida. Coral Gables boasts three golf courses, numerous hotels, including the Antilla, Coral Gables Inn, Casa Loma and Clairma, as well as many apartment houses. In the Riviera section of 10,000 acres, extending for several miles along Biscayne Bay, will be the campus of Miami University for which an endowment of \$15,000,000 has been donated. The cornerstone of the Administration Building of the university was laid January 1, 1926.

The chain of keys connecting the Florida peninsula with Key West has recently received the attention of Florida sun hunters. Frost and cold are unknown in this sub-tropical region. The inaccessible location of the keys saved them from invading northerners until recently but now an automobile road is under construction from the mainland of Florida to **Key Largo**. This road is to be continued eventually to Key West.

GOING TO FLORIDA

CHAMBERS OF COMMERCE

And similar commercial organizations are enrolled as active members of the Florida Development Board, and are co-operating in the State-wide program of encouraging visitors to Florida, and in the agricultural and industrial development within the State. This is in addition to the individual and firm membership of the Florida Development Board.

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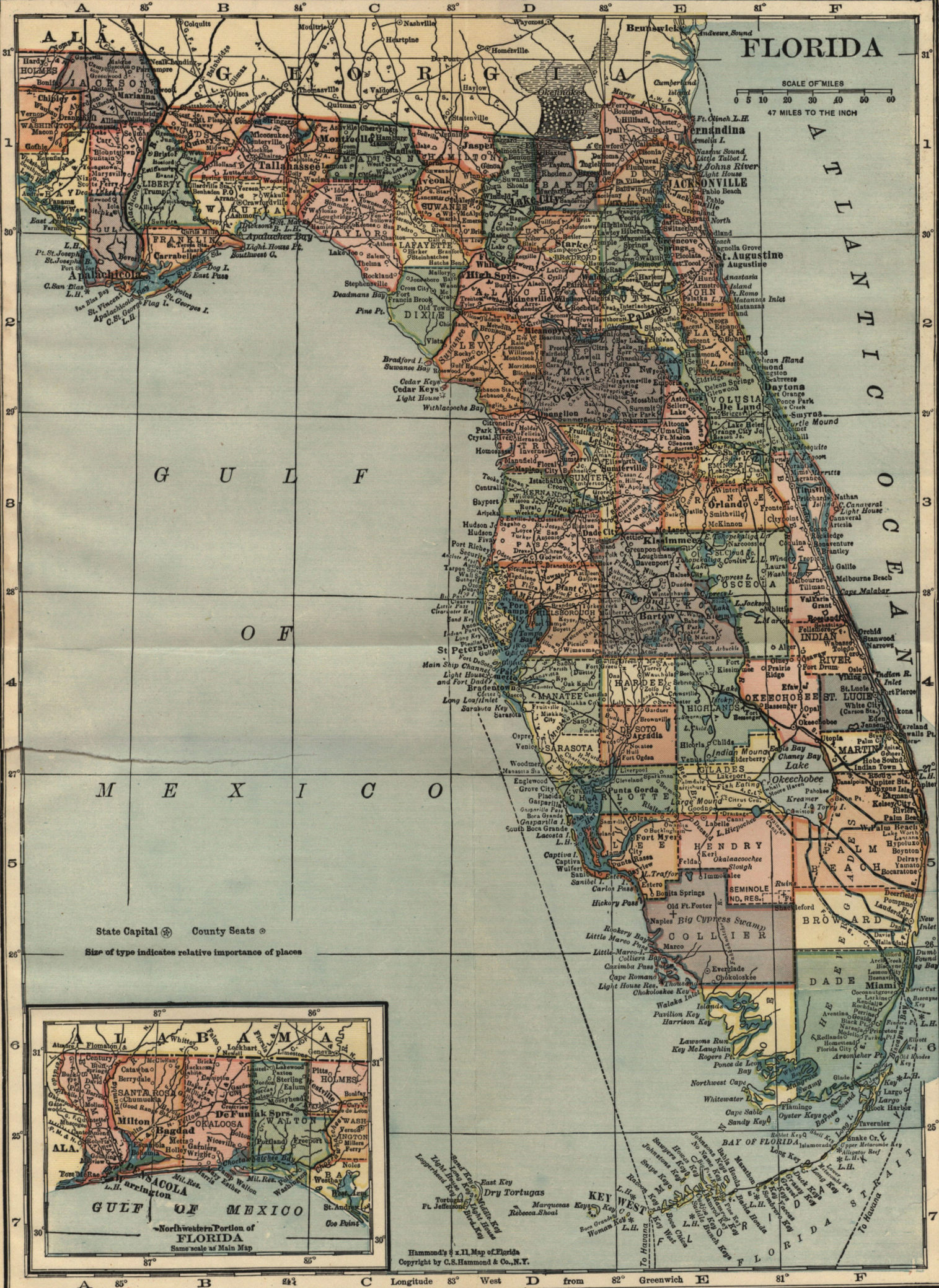
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FLORIDA

SCALE OF MILES
0 5 10 20 30 40 50 60
47 MILES TO THE INCH

State Capital * County Seats o

Size of type indicates relative importance of places

Northwestern Portion of FLORIDA
Same scale as Main Map

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A 85° B 84° C 83° D 82° E 81° F Longitude 83° West from 82° Greenwich

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